WHOLESALER'S SALESMAN

CONTENTS — MARCH, 1940

Times and Trends ..... By O. Fred. Rost 5
—Fiddling—Good News—Wholesale-Buying Crackdown

Building Business With Small Contractors 14
—An eight-step plan for helping them develop sales

To Sell Appliances Know Them, Show Them ..... By Vern Brown 16
—He sells through retailers, not to them

Better Warehousing For Better Selling 18
—Highspots of four modern wholesale houses

Salesmen Say—Streamline Sales Sessions ..... By Two Salesmen 20
—Prize winning suggestions for sales meetings

How A Call Should Be Organized ..... By W. H. Conant 22
—Planning gives more time for selling

Selling Lighting Step By Step ..... About Paul Schwenk 23
—His method for pushing residential fixtures

Stop That Extra 5 ..... By Tom Blackburn 25
—Licking chiseling through sound selling

If I Were A Wholesaler ..... By A Customer 27
—A contractor-dealer offers sound advice

Men You Should Know ..... About Fred C. Phillips 30
—Prominent wholesaler of Tacoma, Washington

Wholesaler Salesman's News ..... 11 and 44
—Fluorescent price drop—NEWA meeting—names and places

New Products You Can Sell 35
—Many new items for contractors, dealers, industrials

March winds' blowing signals opening of the construction season—and this year residential and other privately financed construction seems headed for new records—see that you, Mr. Salesman, get your share of the electrical orders that every construction job generates.

O. FRED. ROST, *Editor*

A. B. CONKLIN, Jr., *Managing Editor*
J. H. AVELING, *Assistant Editor*
W. A. CYR, *Pacific Coast Editor*
HARRY PHILLIPS, *Art Editor*

McGRAW-HILL PUBLISHING CO., INC.

JAMES H. McGRAW, Founder and Honorary Chairman

Publication Offices, 99-129 North Broadway, Albany, N. Y.
Editorial and Executive Offices, 330 West 42nd St., New York, N. Y.

JAMES H. McGRAW, JR., President
HOWARD EHRLICH, Executive Vice-President
MASON BRITTON, Vice-Chairman
B. R. PUTNAM, Treasurer
D. C. McGRAW, Secretary
J. E. BLACKBURN, JR., Director of Circulation

WHOLESALER'S SALESMAN (formerly Electrical Wholesaling), March, 1940, (Vol. 21, No. 3). Published monthly, price 25c copy. Subscription rates—United States and possessions, Canada, Mexico and Central American countries $1. All other countries $2.00 a year. Printed in U. S. A. Entered as Second Class Matter, August 22, 1936, at Post Office, Albany, N. Y., under the Act of March 3, 1879. Cable Address "McGraw-Hill, New York." Member of A.B.P. Member of A.B.C.

Copyright 1940 by McGraw-Hill Publishing Co., Inc., 330 West 42nd Street, New York, N. Y.

BRANCH OFFICES: 520 North Michigan Ave., Chicago; 68 Post Street, San Francisco; Aldwych House, Aldwych, London, W.C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Atlanta, Ga.

Polarized DUPLEX RECEPTACLE

CONTRACTORS CALLED out these new additions to the popular 20 Amp., 250 Volt Receptacle line. . . These 2-circuit types *divide* the load that may overload wires in single-circuit jobs under heavy duty.

Note divider plate in illustration above, which isolates and insulates the two halves of the Receptacle, giving 2-circuit connections to each. This type is now available both for flush and surface wiring. 4" Outlet Box Cover comes fitted to either the 2-circuit or single-circuit Receptacle. . . Specify as listed in table opposite.

Cat. No.	NEW 2-CIRCUIT RECEPTACLES	Std. Pkg.	Carton
7861	Duplex, brown Bakelite	30	10
7862	Duplex, 4" Outlet Box Cover	30	10
	SINGLE-CIRCUIT RECEPTACLES		
7858	Duplex, brown Bakelite	30	10
7860	Duplex, 4" Outlet Box Cover	30	10
	BAKELITE CAPS for above		
7859	Cord Grip, $\frac{9}{16}$" (.562)	30	10

SOLD THROUGH YOUR **ARROW ELECTRIC DIVISION** ELECTRICAL WHOLESALER
THE ARROW-HART & HEGEMAN ELECTRIC CO. HARTFORD, CONN.

TIMES and TRENDS

MARCH 1940

Fiddling Thin Wall insulation for branch circuit conductors was approved by the Electrical Committee of the NFPA on December 6, 1939—over three months ago.

Since then, progressive local inspectors in a few large cities have made it their business to see that its use—under conditions as specified by the Electrical Committee—was promptly authorized within the territory under their jurisdiction. In over 95 per cent of the cities, such action is lacking.

Similarly, some manufacturers who had taken time by the forelock and prepared for supplying thin wall wire now are girding their promotional sword with the obvious intent of cutting themselves a bigger slice of the wire marketing pie. Others are struggling in the throes of indecision—shall they embrace the faith of the DILEC, the LATEX, the SYNTHETIC clan, or develop a new process to meet the new needs.

Let us realize that never before in its entire history has the electrical industry been presented with such a golden opportunity for consolidating in one fell swoop the *potential* gains for business that consistent year-after-year publicity, the Better Light-Better Sight, the Adequate Wiring and other industry campaigns have stored up.

Through all those years, the high cost of rewiring was acting as the key log behind which a vast log jam of rewiring jobs was piling up. Now the advent of thin wall insulation places at our disposal the means for breaking that log jam, releasing a veritable flood of new business for manufacturers, wholesalers and contractors.

Not only wire and cable manufacturers, but makers of conduit, wiring devices, outlet boxes, fuses, controls, fixtures and appliances, in fact every branch of the industry, will profit greatly from substantially increased sales volume if the potentialities of THIN WALL are properly explored and exploited.

However, to get the largest possible share of this newly reachable business will require the utmost in coordination, cooperation and promotion, and every industry group, every manufacturing group must expect to do its bit. Reward will come to each in proportion to effort expended, and there will be few, if any, free riders.

Let's not waste time in fiddling while our opportunities are burning for want of action. Let's get to work.

Good News Wholesalers and their salesmen, who are wondering about business conditions for the rest of the year will find the following excerpts from current reports exceedingly interesting and reassuring.

Construction, the foundation of purely *new* business, is going to continue its switching from government-controlled works to privately financed operations, which means that contractors, big and little are going to be more of a factor in the electrical wholesaler's business than for some years.

More specifically, it looks now as if in 1940 private work will run 27 per cent ahead of 1939 and the small contractor will be glad to know that building of one and two family dwellings is expected to run 4 per cent or better ahead of 1939.

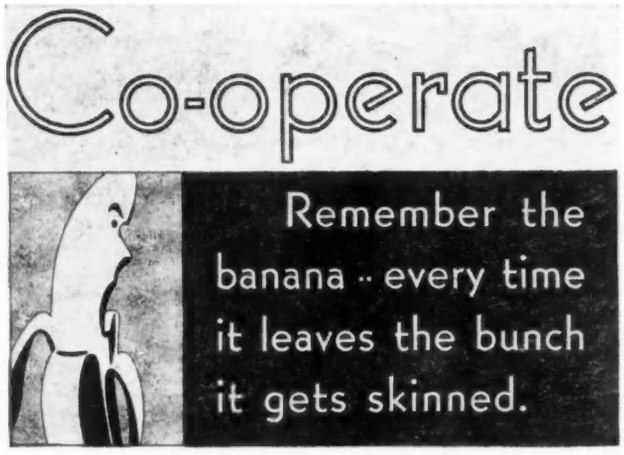
This means that where, according to the Bureau of Labor Statistics, more than 343,000 new dwelling units were provided in 1939, over 357,000 units may be built

in 1940, and—we don't need to tell you that that's some business to take care of.

In slum clearance projects alone, the United States Housing Authority expects to use $15,000,000 worth of electrical materials *exclusive* of what it will cost for installation.

It is expected that those projects will put $225,000,000 into pay envelopes of over half a million workers, who thereby will be enabled to buy more appliances, lamps, other electrical improvements.

All this spells O-P-P-O-R-T-U-N-I-T-Y for the wide-awake wholesaler's salesman who knows how to make his contractors and dealers go out and do a real selling job.



Courtesy of J. Kindleberger, Chairman of the Board
Kalamazoo Vegetable Parchment Co.

Under Fire Here and there, in several cities, some wholesalers, manufacturers or contractors are under fire or even under Federal indictment for activities that involve restraint of competition in violation of the Sherman Anti-Trust Act.

In every case that has come to our notice, a local labor union was indicted also. If we were able to search deeper, we would probably find that those wholesalers, manufacturers and contractors really were faced with the question of either withdrawing from doing business in that territory or submitting to the dictates of the unions.

It is a pity indeed that, in a country which has grown and prospered through free enterprise, a few labor leaders should be permitted to decide the fates and fortunes of business establishments that have grown through honest initiative and industry and represent huge investments of capital.

Action At its recent annual meeting, the National Retail Furniture Association approved a budget, providing $30,000 for financing a campaign against discount selling, consumer's "I can get it at wholesale" buying, other forms of by-passing regular trade channels.

This action by a group that represents less than 5 per cent of the nation's retail business might well serve as an example that others may follow.

Electrical wholesalers everywhere, but particularly those located in large cities and industrial centers, long have had to endure abuses of this type. Group action, such as is under way in Wisconsin and a few other centers, is the only way in which this "I can get it at wholesale" evil can be successfully combatted.

But it needs some aggressive leader in each trading area to get the boys together and show the way.

The Lookout To you, as a wholesaler or wholesaler's salesman, the following facts hold tremendous significance.

Last year orders for electrical goods totalled $869,500,000, which meant an increase of 37.8 per cent over 1938, and, incidentally, orders booked during the last three months of 1939 were larger by a big margin than those booked during the same quarter *in any year since 1925*.

Actually there have been only five quarters, or three-months periods since 1925, in which the dollar value of orders booked by electrical manufacturers exceeded that of the last 1939 quarter, and three of those five fell in 1929.

Add to this the fact that the electrical industry expects to chalk up in 1940 a gain of at least 10 per cent over 1939, that orders booked since January first 1940 have been running well ahead of 1939, and you have something that should cheer the worst pessimist.

However, nobody should expect a share of this business to fall in his lap. As we have said before, you have to go out after it—It's "Forty for Fighters" not for fossils.

EDITOR

Wholesaler Salesman's NEWS

FLUORESCENT PRODUCTION is keeping the factories hustling, but speed can not give way to quality. These girls at General Electric's Lamp Works, Nela Park, run induction coils, and sometimes their hands, up and down the lamps to light them as if by magic. Foreign gasses are thus cleaned up and lamps leveled off so that they'll start normally.

Fluorescent Prices Down— To Push Future Sales Up

Effective selling by wholesalers and contractors has boosted fluorescent lamp volume, enabled manufacturers to reduce prices, broadened potential markets.

EASED out of the laboratory after years of experimenting and testing, fluorescent lamps were introduced commercially throughout the country only in the fall of 1938. Now, on the first of this month—just about sixteen months after that commercial debut—the manufacturers had attained such production volume in response to demand that they were able to reduce prices on all fluorescent lamps about 15 per cent.

Team work in pioneering, done by the manufacturers, electrical wholesalers, utilities, retailers, and dealers, is held responsible for the broad and practically immediate acceptance that this new light source has registered in many fields. As the sole light source in spots where specific requirements existed, and employed with existing incandescent lamp installations, fluorescents have served to solve lighting problems that previously had puzzled the experts.

Interesting is the fact that much of the sales volume in lamps had to grow at first like "Topsy" did, because when wholesalers received samples originally they didn't have the reflecting equipment to go with them, nor did they know for sure just the exact markets to sell. It looked as if without fixtures there would be few lamp sales.

However, live-wire wholesalers' salesmen knew that a lamp that burned coolly, brought out colors, was inexpensive to operate, simply would have to sell. So they began scouting around for prospects who should be using this new lighting and by the time the reflector manufacturers had begun to introduce some suitable equipment, many wholesalers had many installation jobs all lined up. And because wholesalers and their salesmen have continued to turn thousands of prospects into buyers, the fluorescent lamp has flourished.

Wholesalers' field experience has demonstrated that contractors and engineers turn to fluorescents more readily wherever manufacturing processes demand accurate color matching and color control. Paint factories, printing and engraving plants, textile mills have gone to fluorescents in certain departments, effected substantial savings in time and prevented spoilage.

Decorative effects, made possible with fluorescents, coupled with their great flexibility and ease of installation have made many converts among department stores, other retail shops. Some chain stores are using them extensively, and several recently opened motion picture palaces included lobby architecture and decorations wholly designed around the use of open and concealed fluorescents. The quality of their "shadowless"

light has made them popular in offices and drafting rooms.

Public consciousness of this "new light running in "glass pipes" was materially accelerated through its wide use at both the New York and San Francisco World Fairs, where millions of visitors were so enchanted by its beauty that they became volunteer missionaries, many of them Grade "A" prospective buyers, for "that new light" when they reached home.

With new low prices in effect, future sales are expected to climb at an unprecedented rate, not only fluorescents being affected but the wider interest in good lighting, noticed everywhere, is creating plus sales for ordinary light bulbs, reflectors, and special equipment. Similarly, manufacturers of fittings, wiring materials, auxiliaries are booking substantial extra sales as the result of fluorescent's popularity.

Officials of General Electric, Westinghouse Lamp, and Hygrade-Sylvania, largest manufacturers of fluorescent lamps, expect that production economies, made possible by large volume output, will justify current price reductions, expect to continue their policies of passing on such savings to the consumer, whenever conditions warrant. Meanwhile, recent announcements also included price reductions on Lumilines, high voltage and projector lamps.

Phelps Dodge Move

The Chicago office of Phelps Dodge Copper Products Corp. is now located in the Marquette Building, 140 S. Dearborn St., Chicago.

Paging Landlords Newlyweds and Others

Aiming to beat its 1939 record of 8,000 homes certified, the National Adequate Wiring Bureau's compaign got off to a flying start in 1940.

Unusual promotion stunts have been carried out or are proposed. In Denver the plan is to send invitations to all persons taking out marriage licenses, and hostesses will arrange teas and demonstrations for all such brides and grooms to be. In Sacramento, Ed. Wilmunder, a contractor, invites landlords of vacant houses to visit adequately wired homes under construction and points out what tenants expect. Three Los Angeles domestic builders cooperated with the electric industry in the posting of a 24-sheet billboard calling attention to adequate wiring. Southern California Electrical Development League has duplicated the cartoons in the National Bureau's "So Watt?" booklet to make illuminated window display signs.

News comes in of establishment of an Adequate Wiring Bureau at Dayton, Ohio. W. E. Steiner, of the Dayton Power and Light Company heads the local committee. At Norfolk, Va., J. W. Bright, Westinghouse Electric Supply Co., is president of the local Bureau. License to operate the certification features of the National Adequate Wiring Program, to cover the whole state of Minnesota, has been issued to the North Central Associated Electrical Industries.

Approximately 8,000 new homes were certified in 1939. This means that now over 32,000 homes are adequately wired, and it is estimated that this represents an added business volume of $2,400,000 for electrical contractors and wiring materials manufacturers.

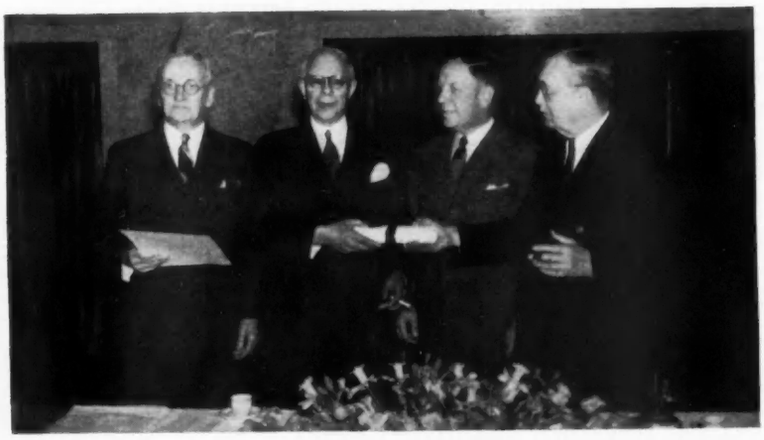
G. E. Changes

In recent weeks General Electric has announced personnel changes in various departments. F. R. Kaimer advanced to general superintendent at the York Wire Works where Deltabeston wires and cables are made. Carl F. Obermaier, manager there for the past 29 years, has retired on pension at the age of 65.

F. A. Parnell, formerly sales manager of conduit products, is now with the home bureau handling sales development and distributor contact assignments. Parnell plans to keep the appliance field organization in touch with building trends and installation opportunities.

David C. Spooner, Jr., associated with G.E. appliance activities for more than 20 years, is manager of the newly formed "pioneer products" section consisting of products not falling within scope of existing sections. H. A. Cook moves ahead to manager of the new miscellaneous construction material sales section.

Heating devices and fans are now under the management of Alfred C. Sanger, who has been manager of domestic refrigerator sales. That work is now the responsibility of L. H. Miller, formerly manager of merchandising services. Sanger succeeds C. J. Hendon who has resigned.



AT NEMA MEETING in New York last month awards were presented to two members. H. B. Crouse (second from left), president of Crouse-Hinds, received the James H. McGraw Award Manufacturers Medal, and A. H. Englund (left), executive vice-president, Electric Service Supplies Co., received a certificate commemorating 50 years of electrical service. Charles E. Swartzbaugh, president of NEMA, is next to Mr. Crouse. At right is Louis K. Comstock, who presented the McGraw Award.

S-W Distributors

Stewart-Warner has added seven new radio distributors recently and among them are two full-line electrical wholesaling houses—Graybar at Cincinnati and Royal-Eastern Elec. Supply Co., New York.

Rate Reduction Stimulates Sales

BIRMINGHAM, ALA.—Wholesalers and dealers, as well as the public and industry, are benefitting by a rate reduction of the Birmingham Electric Co., that went into effect last month. This rate slash, the seventh since 1933, applies to residential, commercial and industrial loads, enables the residential customers to buy current for as low as 1.25 cents a kwh.

DRAWN UP to attention, and fortunately the American way, with nothing more harmful than a good selling kit under one arm. Morin Rivera travels in and around New Orleans on behalf of Harvey Hubbell, Inc.

Donald Duck Sells Water Heaters

Donald Duck is leading a double life these days. As always he's busy doing an amusing job of work in the movies, but on the side he's helping us sell more electric water heaters. Walt Disney has hired him out to the Modern Kitchen Bureau to appear in magazine and newspaper ads, window banners, direct mail pieces and tell the public the many advantages of heating water electrically. Donald likes the work, too. He says, "Life is duck soup when you have safe, clean, carefree electric water heating."

Informal Group

DENVER, COLO.—There are quite a few wholesalers here for a city this size, still they all manage to bring in business and keep happy doing it. Possibly the fact that they get together once in a while for lunch has something to do with it, for they have an opportunity to know one another, talk over new ideas, plan details for helping on industry activities.

The whole thing is purely informal—no name, no officers or anything like that, but when there is something of general interest to discuss, one of the wholesalers gets on the phone and arranges a luncheon.

Pacific Division, NEWA, Holds Forth At Del Monte

Largest attendance in recent years discusses industry problems, re-elects Todt as chairman, names Smith to national executive committee, holds golf tournament

POTENTIAL markets for 1940, the wholesaler's place in the industry, and a suggestion that wholesalers conduct a campaign to sell their services, highlighted the annual meeting of the Pacific Division, NEWA, at Del Monte, Cal., which had an attendance of 120, largest in recent years. F. C. Todt, Los Angeles district manager, G. E. Supply, was re-elected chairman and D. A. Smith, Graham-Reynolds Electric Co., Los Angeles, goes on the national executive committee.

Keen interest was shown in the institutional job of selling the wholesaler's services described by N. J. MacDonald, sales manager, Thomas & Betts. He explained the campaign his company has undertaken towards this end and urged the wholesalers themselves to cite these functions to their salesmen, engage in some form of institutional selling and correct some practices which weaken their relationships with manufacturers.

Expanding markets due to the increasing effectiveness of the National Adequate Wiring program were discussed by W. E. Sprackling, vice-president of Anaconda, who showed how wiring inadequacy was penalizing every branch of the electrical industry and, ultimately the customer. D. S. Youngholm, vice-president of Westinghouse, contended that only 20% as much light as good practice justifies was being used, predicted that the lighting market would triple in the next few years.

Unique feature of the annual meeting is a session at which utility executives discuss problems in which the wholesaler has an interest. R. E. Fisher, Pacific Gas & Electric Co., vice-president, told of the inroads of "bottled" or butane gas in rural areas which has resulted in the loss of an estimated $5,000,000 of electrical business in the last two years. J. E. E. Royer, vice-president, Washington Water Power Co., Spokane, gave a realistic review of the federal power developments in the Pacific Northwest as they affect the electrical industry.

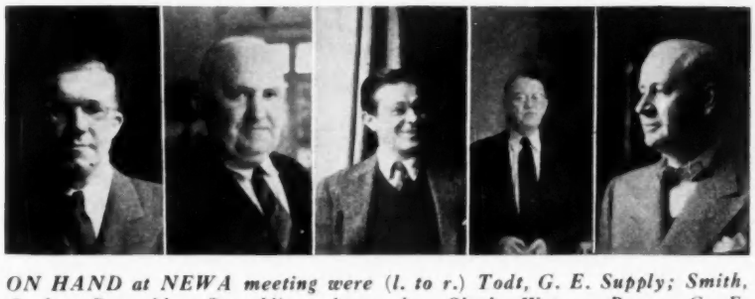
C. J. Strike, president, Idaho Power Co., Boise, emphasized the interrelationship of all branches of the industry and stated that today "it is not sufficient to do a good job, you are obliged to prove it to win public recognition and goodwill." L. A. McArthur, vice-president, Pacific Power & Light Co., Portland, Ore., cited figures showing the relationship between average annual domestic consumption and appliances sales.

A summary of the Pacific Coast market as represented by a study of 31 utility systems was presented by George C. Tenney, editor of *Electrical West*. His analysis showed a 1940 market for appliances of $116,400,000 in the territory, up 9.2% from 1939. Utilities added 126,000 new farm and residential customers in 1939 and expect to better that figure this year, he reported.

R. J. Holtermann, Pacific Coast vice-president of Westinghouse Electric Supply Co., paid a fitting tribute to the late Albert H. Elliot, secretary of the division since its formation in 1908, who died in January.

In the golf tournament the historic Copper Cup was won by W. C. Fi-

(*Continued on page 44*)



ON HAND at NEWA meeting were (l. to r.) Todt, G. E. Supply; Smith, Graham-Reynolds; Sprackling, Anaconda; Clark, Wesco; Busey, G. E. Supply.

Building Business With Small Contractors

The contractor always has been the source of our bread-and-butter business. The job ahead is to make smaller operators better salesmen, therefore more profitable customers

IN his rush for high dollar volume, with larger immediate commission checks, the wholesaler's salesman is naturally apt to concentrate on industrial contractors, factory buyers and large retailers, but by-pass small contractors in the process. That situation is readily understandable for three definite reasons: (1) residential construction, which is the small operator's field, was in the doldrums for many years; (2) the "curbstoner" or "carpetbagger" has been subject to condemnation as a poor business man, a price cutter and a questionable credit risk; (3) salesmen have not learned to differentiate between the carpetbagger and the honest, industrious, hard-working small contractor.

Possibly the second point is caused by the first but at any rate the future looks much brighter for the small contractor because of: (1) general business moving well; (2) rural electrification going ahead, sparked by private utilities and R.E.A.; (3) the great boom in small home and apartment building; (4) a continuing Federal pump-priming program; (5) a momentum-gaining Adequate Wiring drive, now in its third year of selling the public on better electrical work.

Obviously all this makes it especially timely to check over your territory again for more contractor prospects. This can be done by getting names from city or town records, through contacts with electrical inspectors, local power men, electric leagues and by a perusal of classified telephone directories.

With this job done, the next step is to find out the prospect's electrical background, his standing in the town and his financial reputation. Then it is a question of determining whether or not these total up to a good prospective account, but in making this decision it is well to remember that almost every important contractor once worked as an electrician, then stepped out on his own from a pretty small beginning. So maybe your men will do the same.

This prospecting is just a preliminary to the big idea—more orders, still larger pay checks through selling these smaller contractors along with the large accounts. And the procedure of building the small fellows into real contractors requires a cooperative plan of action somewhat similar to the work required in developing retailers. It involves some detail, but it's smart selling. Following is an eight-step program to help the small contractor go ahead, so he can make more money for himself, and buy more from you—

1. Unless you can get him to buy for cash mutually satisfactory credit arrangements must be made. If the preliminary inquiry into the contractor's standing was thorough and you have satisfied yourself that he has a good chance to succeed on a legitimate basis, you will be better prepared to put up a strong argument in persuading the credit manager to okay at least a $100 order.

2. The work "education" has been fairly well overworked, nevertheless education is precisely what the small contractor needs, for although he is thor-

Large market for the small contractor is in the remodeling field. With the general contractor tearing out walls and generally rebuilding, the electrical contractor has an opportunity to put in more circuits, better lighting.

The wholesaler's salesman's cooperation with the contractor should start before actual construction begins. The contractor needs help on buying, estimating and selling up.

New construction is opening up this month and as ever the electrical industry's job is to make certain that these homes have heavy copper, plenty of outlets, good lighting.

oughly experienced in practical work, he is woefully weak on the technical details of estimating, making contracts, buying, management, etc.

A purchasing agent cannot be made overnight, but the contractor can be taught the elements. His first need is instruction in the discounts applying to various types of supplies, and this data should be given as published in manufacturers' resale sheets. Secondly, his current purchases should be analyzed so he can be shown how to lump orders to earn the best possible discount, quantity considered, and how he can build up his orders to eliminate shipping charges.

This particular type of instruction benefits the wholesaler as well as the contractor for industry studies (such as the recent one made by Louis Nichols of General Electric Supply) emphasize the high cost of handling small orders.

3. Assemble a real catalog file for him. He should be given the latest edition put out by your house and encouraged to use it as his trade Bible. But too many salesmen stop there. The picture should be completed by presenting him with all your supplier catalogues also. Then the manufacturers should be instructed to add his name to their mailing lists. In other words, start him off with complete information and keep him posted right along.

4. Give him merchandising ideas. For instance, if he is located in a rural territory, let him know about R.E.A. and private power company line extensions. Suggest ways of getting this farm wiring business. Point out how the Adequate Wiring program should mean money in his pockets.

If he has a store, show him how to use the window. Most contractors clutter it up with an array of old, dusty gadgets with perhaps a big fuse or knife switch as the central feature.

Certainly those products are important to the contractor, but they have no dramatic appeal to those passing by. On the other hand if Mrs. Jones sees a neat display of lamps, cord sets or small appliances (and get him to use price tags) she sees familiar products and may be reminded of something she needs. More important, she becomes a prospect for the sale of new outlets in her home, more appliances. The same necessity for seasonal and fresh displays applies inside the store.

5. Interest him in using folders and envelope stuffers available at little or no cost. These can be included with his monthly bills, or sent to his mailing list. Although this material has real sales value, it is an unfortunate fact that few wholesalers, still fewer contractors, make the most of what the manufacturers supply at no cost.

6. Give him any technical data he may reasonably require, also take advantage of manufacturer representatives' offers to make the rounds with you in calling on the trade. These specialists are in the field to cooperate in selling their lines and can be mighty helpful in getting contractors to switch from inferior materials to quality lines—one of the important selling jobs to be done.

7. Continually stress the various services your house can render, then back each claim with actual performance. Invite him to visit the office. Show him the stockroom and shipping facilities. Tell him how he can use the showroom in selling his customers. Introduce him to the big boss. It's very important for you to see that he meets the man who handles his phone orders. In short, put a bit of friendliness into your dealings, make him one of the family.

8. Urge the contractor to meet with the local electric association or league, for through these groups he can get practical ideas; learn how his competitors operate, also find out that they aren't such bad guys; participate in campaigns designed to sell his prospects and customers on the greater use of electricity. Furthermore, one of the important functions of an association is to do an educational job, consequently the activity will supplement your own efforts in this direction.

Obviously, these eight steps involve some extra work, but by applying them, you are establishing yourself as a salesman with valuable ideas. And the extra time and effort will go a long way towards getting for yourself the lion's share of the business that the contractor places. Is it worthwhile? Well, if he is going to net $2500 a year for himself, he must normally buy at least $2500 worth of material; and if his overhead includes a girl and a store, his purchases are sure to exceed $8,000. That is a mighty good account.

By Vern Brown
Merchandising Manager
Graybar Electric Co., Salt Lake City

To Sell Appliances Know Them—Show Them

An electrical salesman for just two years, he's built appliance volume through giving an idea before he asks for the order

THIS FROM "ANDY'S" BOSS

Let me introduce "Andy" Anderson, who in two years as wholesaler's salesman, became "Tops" in this highly competitive appliance business.

We first met Andy one February morning in 1938. He was then employed as a neon sign salesman. Seems that he had heard of the neon sign that Hotpoint was supplying to dealers through its various distributors. "Andy" called at our Salt Lake office with the idea of securing a contract to supply the sign locally.

Of course such signs are generally supplied on a national basis, and the distributor has no part in their manufacture. "Andy" was told this, but he continued to call on us, each time advancing another reason why we should buy neon signs from him. His pleasant manner made him welcome to us, even though we were powerless to purchase his wares.

After his tenth or eleventh visit, there developed a vacancy in our appliance sales force. So, in order to keep "Andy" from eventually selling us some neon signs we did not want, we hired him; gave him some training, a catalog, prices, and sent him off to make headquarters in Boise.

In adding "Andy" to our sales department, we found little to qualify him as an appliance specialist—except his personal bearing and persistence—not even a little electrical appliance experience. Fact is, he did not even know there was more than one size refrigerator to sell! However, moving him to Boise probably saved Graybar from buying a lot of neon signs.

But we did not get "Andy" off our hands even then. His thirst for knowledge kept a more than steady stream of correspondence between him and our office. I hated to see the mail come in. Every delivery brought a bulky lot of questions from our cub salesman—questions of every conceivable nature—questions that required a lot of trouble to answer.

Even today his letters to the office contain questions, but now his letters are much more welcome, as

THIS FROM "ANDY":

You asked for a few facts about myself—here goes!

Born in Zion (Salt Lake to you) in 1906. As a child I took clocks apart to see what made 'em run; invariably ruining them. Later, upon receiving a tool chest for Christmas, I bored holes in the kitchen floor to see if the drill really worked. That inquisitive streak, or rather thirst for knowledge, I must have inherited from my surgeon father, who was a success though a "dry."

My interests at public school age were mostly in horses, swimming, and electricity (true). In 1922, built for myself some crystal tube radio sets as a hobby and for some unexplainable reason they worked. (I must have followed a diagram). At this period in my life, I planned on becoming a surgeon to follow in my father's footsteps, but later decided against it.

In 1929, I left the U. of U. after studying "business" and proceeded to speculate with an inheritance in the stock market, and in building. Like Grant took Richmond, speculation took me (1929). As a result of my brilliant stock market operation, I was able to do without a shirt for some time.

Having a wife to support, and being without surplus, I operated a collection agency for about 3 years. Then moved to Los Angeles to work for a newspaper, handling circulation of a complete district. This change increased my income but was entirely routine. After about 2 years of that I embarked on selling—displays for awhile—the neon, then electrical appliances.

Of all my experiences I like selling the most. Never a dull moment, an occupation that takes thought, wits, time, and patience. These are the elements that make it interesting coupled with new faces, new problems, new products."

My claim to fame is that in 1922 (in Los Angeles) I attended that same school and at the same time as did Joel McCrae (the movie idol).

E. V. "Andy" Anderson appliance Specialist for Graybar, Boise, Idaho.

they contain fewer questions and plenty of those "joy-missels"—customers' orders. His success with the trade was phenomenal and if you knew "Andy" as we do now, you could understand why.

I've been with him many times as he calls on his dealers. They tell me that "Andy" has never made a mis-statement to them. His method is certainly not that of a so-called high pressure salesman; more like a family doctor giving friendly and helpful advice. (His father was a successful doctor). His dealer customers believe in him, accept his sales ideas willingly. *He never asks for the order until he has offered the dealer at least one sales idea.*

Furthermore, his dealers use more factory sales promotion material than all the dealers together in our other territories. He realizes that appliance factories employ experts to produce sales-making sales promotional material for no other purpose than to increase the sale of their products, and that it is his direct responsibility to see that his dealers use this material. This undoubtedly is one of the reasons why his territory for the first 10 months of 1939 turned in a better than national average increase over the same period in 1938.

A factor that contributes a great deal to his success is that he enjoys being an appliance salesman. Every time we announce a new appliance to sell "Andy" is first to obtain distribution. Every sales campaign in which "Andy" participates, generally finds him on top. Most recent of his successes was a smashing 707% of quota during a one week range event. It happened late last fall when we designated "Phil Carson" Week as a welcome gesture to that gentleman on his elevation to manager of our Graybar district. He felt that this was one event that just had to be successful. All our salesmen were assigned quotas based on 1938 sales for that week. The idea was to at least double quota during Phil Carson Week.

"Andy" had been working for some time towards booking enough range orders to make a carload. As soon as he heard of the special week's event, he started a flying trip over his territory contacting every outlet, obtaining commitments, selling harder than ever before. Time was short and in order to qualify during the week, sales had to be billed and shipped during that special week.

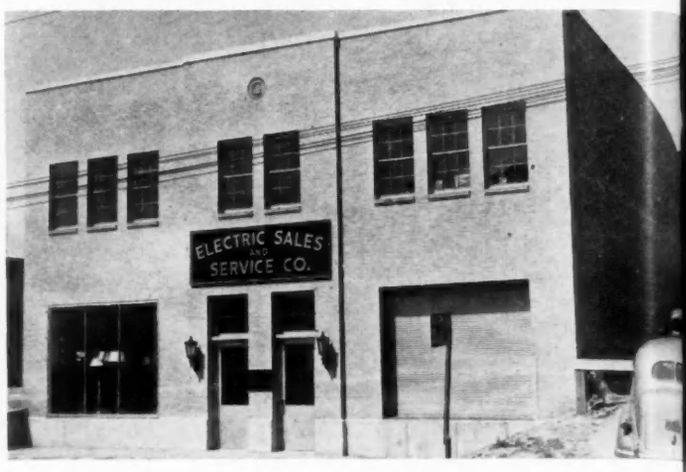
If you are familiar with the territory in Southern Idaho, East to West, you will realize that Andy had to travel fast to make this coverage of about 700 miles round trip. But he did—and had sufficient commitments on his return to Boise for a solid carload of Hotpoint ranges and the carload was shipped and billed during "Phil Carson Week," giving our friend the 707% Quota.

There is another definite reason why Andy "makes good" on selling, and that is: he goes into great detail when presenting appliances to his dealers. No point however small or seemingly unimportant, but what the dealer learns about it from Andy. I've seen him literally tear a toaster, an iron or even a range apart for a dealer—parts and pieces all over the store—and when he has proved his point to the dealer's satisfaction, he generally gets the order.

The territory "Andy" took over had 11 towns with populations of 1000 or more in which then we did not have dealer representation. He did some concentrating on these towns and that condition no longer exists. When he was assigned the Idaho territory, many of our dealers carried only one or two of our appliance lines. Now 84% of his dealers are full line dealers. "Andy" knows more reasons why a dealer should be a full line dealer than does the manufacturer himself.

ELECTRIC SALES & SERVICE

SALES and service go hand in hand in this wholesaling business. Just as sales effectiveness is improving through more intensive training, the tempo of service moves faster with warehouses streamlined to save steps, time, energy, thus making it possible to serve more customers, more profitably. Headquarters of Electric Sales & Service Co., Atlanta, and Westinghouse Supply branches at Dallas, Seattle and Toledo show this growing trend.



Late last fall, Partners and Brothers P. C., Jr. and H. L. Gilham moved operation to this two-story brick building which contains 17,500 sq. ft. of space, has plenty of parking space adjoining. (Since then "H. L." sold his interest to P. C., Jr.)

Better Warehousing . . .

WESTINGHOUSE . . . At Dallas

This Texas building at 401-11 Griffin St., has sufficient parking space around it. Loading and unloading are speeded up by enclosed shipping dock and railroad siding.

Sales counter contains illuminated display which can't be missed as customer approaches. Steel stock shelves are properly illuminated with modern "Stack Lights".

. . . At Toledo

Wesco's house in this Ohio city is of one story construction, occupies 25,000 sq. ft. of floor space. Shown here is one of the six warehouse aisles. Tables are moveable for flexibility.

Come rain or snow the drive-in feature assures unhampered loading and unloading. The work is further simplified by dock at level with truck floor.

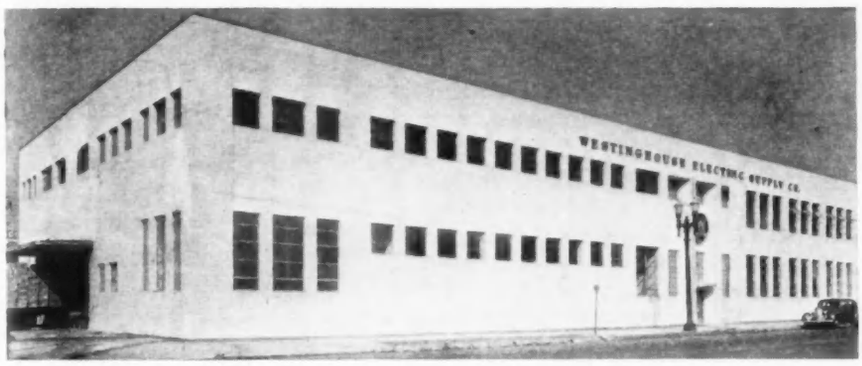
Booths in display room feature a ceiling and bracket unit in each. Counter (below) is at front of building, with fast movers immediately accessible. Table and wall displays give buying suggestions.

Well lighted, both naturally and artificially, the compact office is near back of building as Gilhams realize front is valuable for selling.

Commercial and residential fixtures on display are wired and stock is kept up-to-date. Fans, radios and appliances are also on parade.

for Better Selling

. . . At Seattle



Incorporated in the two story concrete building are such features as an intercommunicating system, adequate lighting and continuous outlet strip in display rooms and offices. A private parking space and railroad siding adjoin the building.

Good service with help of compact shipping department, chute, elevator, and storage of heavy materials near loading platform.

Highlight of this display room is the model electric kitchen permanently hooked up so that cooking demonstrations may be held for dealer and utility men.

Salesmen Say: Streamline Our Sales Sessions

Here are two prize-winning outlines of 1940 sales meetings, as salesmen who are now working for electrical wholesalers would like to have them scheduled and conducted. Bosses and salesmanagers: Please take notice!

Winning First Prize

By A. M. Orsburn,
Little Rock, Ark.

My suggestion for a successful Sales Meeting Plan is as follows:

I would hold sales meetings in much the same manner as the schools conduct courses in various subjects, except of course, that they would deal only with our daily selling problems, in other words—no theory. My first step would be to outline a course involving twelve months of carefully planned studies on selling. This to include:

(1) Holding the meetings twice a month at 10:00 A.M. on the first and third Saturdays of each month. On the first Saturday of the month I would have open discussions regarding the products that are to be pushed during that month. On the third Saturday I would have factory representatives meet with the salesmen. And those meetings would be limited to an hour and a half.

(2) I would make previous arrangements with at least twelve manufacturers of important products to have their representatives present their lines to our salesmen. One manufacturer would be represented at each meeting, selecting the most seasonable one for each month.

(3) I would make a list of 25 questions pertaining to the products to be discussed and ask each salesman to turn in the answers before every meeting. These papers would be graded and the grades posted in a conspicuous place. At the end of the year the man having the highest percentage of answers correct would receive some type of major award or prize. For those completing the course of study, I would issue a certificate, also a cash award.

(4) It would be desirable to prepare in booklet form the twelve sets of questions as mentioned in paragraph three; announce the meeting dates in advance, giving names of manufacturer and the representative. Also I would have each salesman put up $2.00 security on the booklet which will be returned at end of the course.

This plan would prove effective because it demands that the salesman get his mind on the products of each month by answering questions in advance. If he does not know the answers, the factory representative will be glad to answer them. The posting of the grades will also create a spirit of competition among the salesmen. Then the award at the end of the year would intensify still further interest in the course.

Winning Second Prize

By H. H. Harris,
St. Louis, Mo.

In contemplating the design of a sales meeting program, these two things must receive foremost consideration: (1), The salesman; (2), The manner of conducting meetings.

Since the salesman is the one expected to benefit directly and to produce results immediately, he should be considered first, and the obvious objective to benefit him most brings these problems to mind: (1), Frequency of meetings; (2), Time of meetings; (3), Length of meetings. Let us, therefore, consider the question of frequency first.

Frequency

It is common knowledge that a wholesaler of general electrical equipment has such a variety of items that full-line salesmen are not familiar with more than approximately 70% of them even in a general way. The remaining 30%

First Prize Winner—A. M. Orsburn

of the items, which constitute perhaps 20% of the sales volume, are invariably the more technical products that carry the highest rates of profit and actually should be accounting for far more than 20% of the sales. Therefore it is logical to spend as much time as possible in educating salesmen on products. And with so many different items to sell I believe we need at least semi-monthly meetings.

Time

The following times for meetings can receive logical consideration: (1), Friday afternoon; (2), Saturday; (3), Monday morning.

In choosing a time, the management should consider the psychological readiness of the salesmen and the time when the men feel most clearly the greatest number of reasons for a meeting, because we must remember that our salesmen are now our customers and we must sell them information and ideas.

Friday afternoon presents the advantages of generally being on "Company" time and comes after a week of work has built up questions and problems which may be covered in the meeting. The salesman has problems in his *mind* and seeks the answer.

Saturday morning generally finds the salesman thinking little of the omissions of the past week since for many customers the week actually ends Friday night. The salesman can detach himself from the whirl of Friday business and recall the problems and questions of the whole week. Generally, then, the salesman may feel that Saturday morning is his morning and not his customer's. The difficulty with Saturday is that there may be a number of personal problems and duties demanding attention. A meeting that will release the salesman by 11:00 A.M. will generally be a good answer.

Monday morning will find the salesman beginning to clear his mind for the coming week's business and may find him in the most receptive mood. They may have a more active interest on Monday because the relaxations of the week end are behind and they are fresh and ready for the week's work.

A bird's eye view of the time-problem from my corner shows that Saturday morning presents the most advantages and the least disadvantages as far as the salesman is concerned, although the time of meeting should be planned to suit the needs of individual organizations.

Length

The length of the meeting is not hard to determine if the sales manager will simply recall meetings he has attended. Except for unusual sales meetings, I am sure the milk of human kindness represented in the audience will begin to curdle after an hour or an hour and a half.

The manner of conducting the meeting must allow for presentation of the most information in the most interesting way, in the shortest possible time, and should provide opportunity for reasonable discussion by salesmen.

Planning Meetings

In order that we may have the most information, manufacturers' representatives should be on our program and they should take a tip from the newspapers and magazines. That tip is that *People want to be informed visually.* Since the subjects of our sales meetings generally will be products, the answer to part of the riddle is more samples, more movies, more slides.

Forty-five minutes should be sufficient for product presentations, after which questions should be asked by the salesmen with necessary supplementary remarks by the factory man. The meeting must *start at the time set* and the salesmen made feel free to leave at a certain time even though informal discussion continues.

The foregoing is what I would call a very brief outline for successful sales meetings. As a whole they can be much improved if we consider our salesmen as customers who must be sold rather than bad boys who must go to school.

Second Prize Winner—H. H. Harris

THE CONTEST on sales meetings, announced in our December, 1939 issue under the title "If You Were Sales Manager in 1940" produced many replies from wholesaler's salesmen in all parts of the country.

All letters received were studied carefully by members of our editorial staff, each working independently from the other, and out of those studies two replies emerged, the one with the unanimous recommendation for first prize, the other so good that the award of a second prize was suggested.

Furthermore, there was general agreement that seven other entries deserved some reward, from the standpoint that those contained certain ideas or definite suggestions that seemed to invite further editorial exploration.

Therefore it was decided *to increase the amount of cash awarded* and, instead of presenting only a single prize of $25 to the winner of first place, we now take pleasure in announcing the following list of prize-winners:

THE EDITORS

FIRST PRIZE.....$25.00

A. M. ORSBURN
Salesman for Treadway Electric Co., Inc.
Little Rock, Arkansas

SECOND PRIZE.....$10.00

H. H. HARRIS
Salesman for Graybar Electric Company, Inc.
St. Louis, Missouri

THIRD PRIZES OF $5.00 EACH

D. N. Bunn, Belleville, N. J.
Dan Dunne, Chicago, Ill.
Peter B. Hansen, Minneapolis, Minn.
A. H. Lane, Waterloo, Ia.
D. J. Prudhomme, Albany, N. Y.
H. A. (Al) Richart, San Diego, Calif.
George J. Thom, Los Angeles, Calif.

By W. H. Conant

How a Call Should be Organized

Careful preliminary planning of important sales calls gets more signatures on "Dotted Line."

EVERY careful salesman who wants to make more money has a system. He plans his work. And the most important time to use his head is before he talks to a prospect. I have a system for organizing a call that has come out of a long selling experience that may be worth checking with your own. Here it is:

Before I step up to the information clerk I get myself ready for the call. I refresh my mind about the customer's name and title, and the names of other people in his organization I may have met.

Also, I look up any notes on previous calls and other matters relating to this customer because I want to do no looking up while I'm talking with him. I want to be able to refer off hand to subjects which have a bearing on his orders and his business.

Finally, I decide what I'm going to try to talk *about*. I've found from experience I can hold their attention better if I've got something specific to say as soon as they give me the opportunity.

My greeting is brief. I don't try to shake hands unless he makes the motion. Probably I thank him for seeing me so promptly. Maybe he's inclined to visit a little. That's fine! Just as much as he wants but not one word extra. I don't try to take his tricks. I'm careful to follow suit or throw away.

Ah,—there's the lull! I begin the talk I have been geting set for. Just enough to introduce it. No monologue. Just the prologue. Here is where experience helps a lot. What cue do I get from him? Zero of interest, apparent antagonism, curiosity or what? Got to be light on my feet here. If it unexpectedly appears to be a subject he's already considered and rejected, I must shift to another before I lose the freshness of his interest in my call.

But let's suppose I see curiosity registered. This is the time for a sample, a picture, a drawing—something to focus attention while I talk. I take pains before I leave the hotel or office to have it in shape for quick disclosure. So, without confusion or pause, I place it before him and continue the thread of my theme. With the subject introduced and the display items before the customer, I have my chance to sway his mind my way.

Of course there will be figures needed—quantities, dimensions, tests, prices, and what not. I have made sure that all this is available instantly, so marked or located that I do not have to halt my presentation to bring it out.

There comes a time when I've said enough. I don't taper off I stop! If I've talked myself right up to the sight and feel of an order I don't talk past it. I stop and get it. This doesn't mean I try to rush him. Most of us resent being rushed into decisions.

How can I know when he's ready? By trying. I try gingerly to test the depth I've reached. If the test shows negative, I plow back into my subject with patience, alertness and all I've got in the line of ability. One of the best ways to know when I've reached the closing point is to talk about things that happen after the order has been placed. If the customer follows along in this line of thought, he is undoubtedly ready for action.

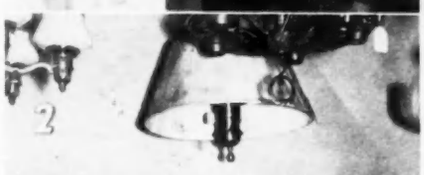
Then, whether I get the order or not, I don't stay with that customer until he dismisses me. I keep my taximeter flag down and listen while it ticks out my fair share of his day's time. Then I go. I want to leave a good taste. The next time I send my name in, I want him to remember that I'm the fellow who doesn't wear him out.

Sell Lighting Step by STEP . . .

WHEN a contractor walks into Silver Electric Supply Co., Reading, Pa., and reads off a list of materials for a wiring job, that's the tip-off for Paul Schwenk or one of the other salesmen to ask, "You're going to need fixtures on that job aren't you?"

That's a logical question, too, for if the contractor is wiring a new home or rewiring an old one, he will be putting up fixtures, and the Silver salesmen are all primed to go after that business also.

Because of this natural tie-in, the wholesale house maintains a complete fixture display on the second floor where the contractor and his customer can look over a wide selection to meet the needs of all classes and types of rooms. What's more, all units are wired for "lighted up" display so the prospect can get a good idea of how they'll look when in use. Wisely, the customers aren't allowed to roam aimlessly, but are taken through step by step in a carefully planned process of forcing selection of equipment for the home—room by room.



1. *All fixtures are tagged to show the contractor's price and his customer's. Salesman Paul Schwenk says that ceiling units for living and dining rooms are particularly easy to sell this way—at least in that territory.*

2. *The contractor will also be installing wall brackets so they look them over, Schwenk gets set to light one the contractor likes.*

3. *Good lighting is necessary in today's bathrooms and kitchens, consequently Silver carries a large selection. Here Schwenk shows something in Lumiline.*

4. *On the assumption that the contractor should be able to sell something more than the bare wiring and lighting, Paul Schwenk gives him the sales story on an I. E. S. lamp.*

5. *If the contractor's customer is building a new home or rewiring an old one, he should be a good prospect for at least one set of chimes, therefore Paul also delivers a sales talk on chimes.*

EVERYWHERE YOU GO!

"Feature Fostoria in Forty"

YOUR SALES PROSPECTS ARE LIMITLESS

"Close-Seeing" Tasks Need Localites

If there is one product that is universal in necessity and the ideal door-opener for salesmen, it is localized lighting. For good light on the job is primary for seeing — seeing that is vital to every worker's efficiency and the more profitable performance of his or her task.

Thus, when you sell Fostoria Localites, you really sell the facility for faster and lower cost production, better worker morale, decreased spoilage, better profit.

Your own observations in practically every plant you call on will quickly disclose the amazing sales potential for localized lighting equipment—modern equipment designed for the "seeing" task of individual operations as provided by Fostoria.

That's why we urge you to "Feature Fostoria in Forty." You'll cash-in on this tremendous sales opportunity by making full use of your Fostoria Handbook everywhere you go.

ALL THREE TYPES OF LOCALIZED LIGHTING FOR EVERY INDUSTRIAL NEED

ENGINEERED Fostoria LIGHTING SERVICE

- FLEXIBLE ARM UNITS
- LARGE AREA LOW BRIGHTNESS UNITS
- FLUORESCENT UNITS

THE FOSTORIA PRESSED STEEL CORP.

FOSTORIA, OHIO

Stop That EXTRA

The confidence built up in customers through handling good materials and giving plus service helps wholesalers over many a price hurdle, George Steiner says. Mr. Steiner is president of Steiner Electric Co., Chicago

By Tom Blackburn

ALL spraddled out under an automobile in a Chicago alley lay a man. He pawed around for a wrench as George Steiner approached. George silently handed it to him. As work went on George stood up, watched, and handed the mechanic some other tools. After half an hour, the mechanic crawled out, remarked, "You got kind of dirty. Better come with me to wash up." They walked through the back door into a well equipped, well stocked contractor's shop.

As they scrubbed their hands, the man asked, "Were you looking for me?"

George Steiner was looking for C. E. Doty, electrical contractor, and had thought the mechanic was his man. This proved to be correct. So George explained that he was with Otto Reiman, an electrical wholesaler.

"Sorry I can't do anything for you," replied Mr. Doty after Steiner had told his story. "I buy all my stuff from so-and-so at a price."

"That's all right with me," replied George Steiner. "I hunted you up because I wanted to get acquainted, but," added George, "seeing the kind of business you do, I just hate to have you get caught with the sort of stuff that anybody can buy on a price basis. After all, you are after the kind of work that will build up more and more for you year after year, and that you simply can't do when you are only talking price."

That was the kind of argument that would turn the trick with any honest contractor and it turned the trick with Doty.

Next morning the mail brought a nice order from C. E. Doty. And that was the beginning of a long acquaintance, for at that time George was one of Reiman's cub salesmen. Steiner uses the incident to illustrate how relatively small wholesalers can partially meet the constant price-cutting and threat of price-cutting that besets them. For in any town merchandising goes on at a white heat. That heat often means a lot of price shading, extra 5 per cents which tend to shove the little fellow right out of the picture, unless he is aided and abetted by the confidence his prospects and customers have in him.

During the years Steiner has run his own business he has evolved a method of developing salesmen which differs considerably from typical styles.

1. Men at Steiner's don't know they are becoming salesmen. They are sent on errands first to "help out" establishing accounts.

2. When they start calling on new prospects George Steiner coaches them on what to expect. Is the man the blustery type, the kind who demands "yes sir" formality, or is he a chap who likes to hear stories or enjoy a drink? Out of his vast acquaintanceship George Steiner usually is able to show his green salesmen what to expect, and how to react.

3. They are taught that selling electrical equipment is not so much a matter of high pressure as of looking after details. Salesmen who work out of the house know the line and are coached until the handling of every little detail that makes for customer satisfaction becomes second nature to them.

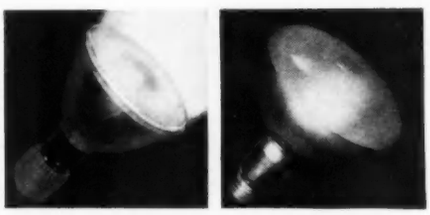
"A lot of nice business is sent to the small firms such as ours who are willing to take care of so-called odds and ends," says Mr. Steiner. "We like it, because there is rarely price pressure put on these incidentals, and we find that cheerfully caring for such orders builds up that buyer-confidence which is so good for the long haul and brings in the big orders later on."

He has developed and held profitable business through creating a three-fold confidence. Employee-loyalty comes first and no Steiner salesman ever doubts that he'll get full credit for business he has created. There is never a question of hedging. Secondly, this organization's policy is never to abuse customer's confidence or jeopardize good will. The third phase, just as important, embraces a strong loyalty to the suppliers George Steiner has dealt with a long time.

General Electric Announces

NEW LOW PRICES

G-E MAZDA *Fluorescent lamps are recommended for use only with equipment providing good power factor. The lamp to the left in the above photo is the T-8 size which is 1" in diameter... the other is a T-12 size which is 1½" in diameter.*



G-E MAZDA Projector lamps (left) combine reflector, lens, and 150 watt filament in one sealed-in unit. G-E MAZDA Reflector lamps (right) are for indoor use. Both lamps come in Spot and Flood types.

ON FLUORESCENT AND OTHER G-E MAZDA LAMPS OF IMPORTANCE TO BUSINESS AND INDUSTRY

EFFECTIVE March 1, 1940, General Electric announces new low prices on G-E MAZDA F (fluorescent) lamps. Greater demand for these lamps has brought increased production. The resulting manufacturing economies are passed on to customers in the form of new low prices. Because of this policy of offering better and better MAZDA lamps at lower and lower prices, it pays to be sure that the lamps you recommend bear the G-E monogram.

NOTE: G. E. tells its customers: "Fluorescent lighting must be used correctly. There are many places where fluorescent lighting is ideal. Others where some other type of lighting may prove more desirable. Be sure to consult a qualified lighting expert who can assist you in getting the type of lighting you require."

General Electric Company, Nela Park, Cleveland, Ohio.

Fluorescent (Daylight and White lamps)

WATTAGE	BULB SIZE	WAS	NOW
15	T-8	$1.35	**$1.15**
15	T-12	1.70	**1.45**
20	T-12	1.90	**1.65**
30	T-8	1.85	**1.50**
40	T-12	2.70	**2.30**

Blue, Green, and Pink fluorescent lamps

15	T-8	$1.45	**$1.25**
15	T-12	1.80	**1.55**
20	T-12	2.00	**1.75**
30	T-8	1.95	**1.60**

Gold and Red fluorescent lamps

15	T-8	$1.55	**$1.35**
15	T-12	1.90	**1.65**
20	T-12	2.10	**1.85**
30	T-8	2.05	**1.70**

OTHER PRICES ALSO REDUCED. The 150 watt G-E MAZDA Projector lamp (both Spot and Flood types) is reduced in price from **$1.70 to $1.40.**

The 300 watt G-E MAZDA Reflector lamp (both Spot and Flood types) is reduced from **$1.90 to $1.70.**

Also effective March 1, 1940, General Electric announces price reductions on G-E MAZDA Lumiline lamps and certain high voltage lamps.

G-E MAZDA LAMPS
GENERAL ELECTRIC

YEAR BY YEAR, BETTER LAMPS FOR EVERY PURPOSE

IF I WERE *a Wholesaler*

A Contractor's Seven DON'TS For Salesmen

A large midwestern contractor-dealer, who has done plenty of business with various wholesalers, specifies *Seven Don'ts* that he would make his inside and outside salesmen observe—"If he were a wholesaler".

These *don'ts* are so fundamental and so clearly applicable in all contacts between buyer and seller, that no salesman can hope to secure and hold good accounts if he insists on disregarding them.

1. *Don't ever try to prove to a buyer that he is wrong.* Sure there have been times when I have been high pressured into buying both appliances and materials that just didn't seem to satisfy me at the time. For instance I recall buying some lighting fixtures that I didn't believe would go in my town, but the salesman presented some mighty fancy claims (and the price was plenty low I thought then), so finally I gave him a fairly good order. For the time being he proved to me that I was wrong, but as it turned out these fixtures didn't move, so it was necessary to unload at a loss. Naturally it was a bad deal for that jobber's salesman, too, for he never sold me again.

2. *Don't keep mentioning my competitors.* When a salesman comes in with a good idea on how another dealer is displaying or advertising, and getting results, that is fine. I'll welcome him every day. But I don't like to be told that I should take on certain lines just because another contractor or dealer has them. After all, I'm running my own business and buy what I think is best for my customers. What's more I don't care to hear idle gossip about what heels some of my competitors are supposed to be. That's none of my affair. It doesn't help me get more business.

3. *Don't treat them all alike.* Some fellows like lots of laughs, others take their business dead seriously. Some like a good story and a little cussing, and some do not. Some men like to be entertained. You know—a lunch or a few drinks, still there are others who consider that entertainment obligates them and they don't like it. My point is, size up your customer before you blurt out with a shady story or suggest a couple of quick ones.

4. *Don't knock a competing salesman or his line.* We have all read enough on this to fill plenty of books. Yet how easy it is to whisper . . . . "I wouldn't say this to anyone but you, but. . . ." It's dangerous stuff and what's more it's a waste of selling time.

5. *Don't jump to conclusions.* Lots of salesmen I have met are too quick in jumping to conclusions. They don't stop to figure out a plan thoroughly. They get a new sales or merchandising plan and immediately form their conclusions without stopping to read or study it as it has been submitted or still better try it out first.

6. *Don't play up to a secretary or anyone else who can help "get me in good" unless you follow through.* To give a secretary the impression that a big supper-and-dance show is coming up most any time, and then never set the time and place, is to eventually make her an enemy instead of the friend you wanted. Gals don't like kidding of that kind.

7. *Don't promise anything you don't mean.* Don't promise something to a present or potential customer unless you can, and expect to follow-through. That applies to appointments as well as a promise to supply manufacturer's literature or an offer to help on displays or hold a sales meeting with the dealer's sales staff. I appreciate that we're all human and apt to forget, but I have also noticed that wide awake wholesalers' salesmen carry note books (not odd slips of paper), to jot down their promises in black and white.

THE GENERAL CABLE

Firm adherence to a straightforward policy of cooperation with recognized wholesalers has established General Cable Corporation as a preferred source of supply for electrical wires and cables.

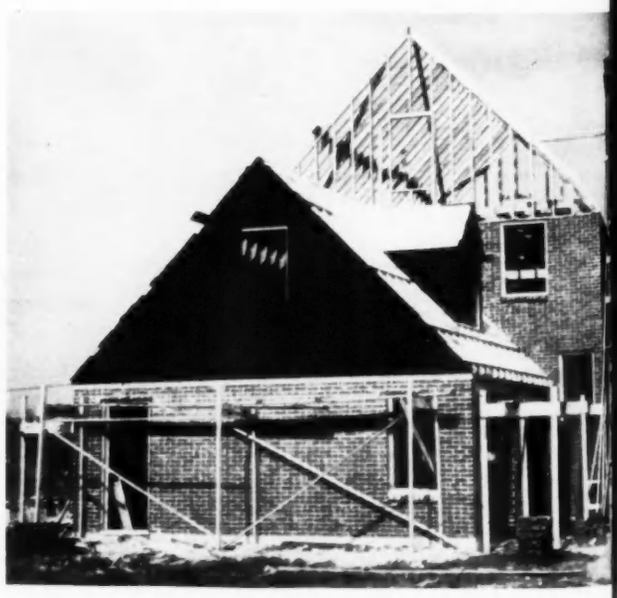
Nationally known trade brands, such as Guardian*, Super Service*, Romex* and many others popularized by General Cable, are a genuine asset to wholesalers. These brands enjoy immediate acceptance and repeat markets everywhere.

* Trade-mark

The General Cable Sales Offices are a nearby source of sales assistance. Sales Offices located at Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Los Angeles, Kansas City (Mo.), New York, Philadelphia, Pittsburgh, St. Louis, Rome (N.Y.), San Francisco, Seattle, Washington (D.C.)

Electrify WITH COPPER

GENERAL CABLE



New construction offers an attractive Wire and Cable Market to Electrical Wholesalers

GENERAL CABLE

GENERAL CABLE'S vast resources and manufacturing capacity work always to the advantage of the contractor—in providing a complete variety of electrical wires and cables
GUARDIAN
GENERAL CABLE
GENERAL CABLE
IE LINE THAT HAS Everything IN WIRES AND CABLES

MEN
you should know

Fred C. Phillips of Tacoma

He says that the way to learn this business is the hard way — then you have something

AFTER spending a good many years on the employee's side of the electrical wholesaling business, Fred C. Phillips decided that he would like to own a part of it. He had two ways open. One was to start out in a small way on his own, buck the already established wholesalers, plug along until it became profitable. His other alternative was to buy an interest in a going concern and this he considered to be the safer course.

Early last year, his opportunity came to do the latter, and it did not take him long to act. That's why now he is vice president and sales manager of Love Electric Company, Tacoma, Washington, an organization that was established in 1889 by William C. Love.

His particular job is to make certain that Love Electric enjoys as successful a future half century as it has during the last half century, and if a well rounded background is the key to that success, Phillips should be able to do it, for he brought a fine and broad experience to this job with a company that has been built on a substantial basis, and holds a large and loyal following in the Tacoma territory.

Fred Phillips knows that territory and the people well, for he practically grew up with Tacoma. He moved there from Buffalo, N. Y., at about the age of seven years, received his public school education there, and went on to the University of Manitoba at Winnipeg for another three years to finish his schooling.

In 1921 he started in the electrical wholesaling business with the North Coast Electric, which then had a branch at Tacoma. Before long he was transferred to the Seattle office where he went on the road selling to the trade in the central and southern parts of the state.

After traveling as a salesman in the Seattle territory for some time, he was moved back to Tacoma as manager until the territory was taken over by the Seattle house.

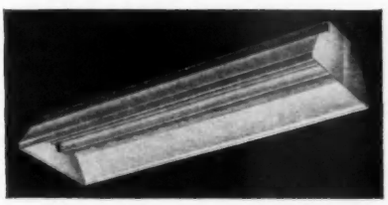
When this change took place, Phillips joined the sales staff of the Home Electric Company, Tacoma, did a straight selling job for about two years. Then he took over the Northwest territory for Bryant Electric until his recent move brought him back into the wholesaling business.

As Mr. Phillips sees it, the hardest pioneering in connection with the electrical wholesaling industry in the Northwest is now over. Population is increasing, industry is moving ahead and electrical power development goes on at a tremendous rate.

In common with many others in the Northwest country, he is keen about the outdoor life—hunting, fishing and that sort of thing. So whatever he does for Love Electric during future years, you may be plenty certain that Phillips is also going to find some spare time to go out on jaunts for salmon and trout, big and small game.

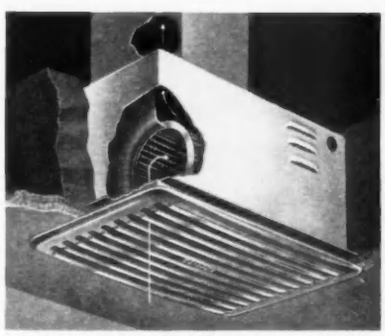
NEW PRODUCTS *you can Sell*

FLUORESCENT REFLECTOR



Utility Flu-O-Flector, an industrial lighting reflector for use with fluorescents is available in two sizes, for two or four 48 in. lamps, the 4-light size providing more than 110 foot candles of light 4 feet away from the unit. Engineered reflector design, Alzak reflector, latest accessory equipment included. Edwin F. Guth Co., St. Louis, Mo.

CENTRIFUGAL BLOWER



"Trade-Wind Clipper" centrifugal blower features the "squirrel cage" blower wheel which draws air into the blower inlet and expels it by centrifugal force into the blower housing. Housings of heavy sheet steel; motors are heavy duty induction type, full floating in live rubber. Oversize bearings with lubrication capacity for 1,000 hours or more operation. Trade-Wind Motorfans, Inc., Los Angeles, Calif.

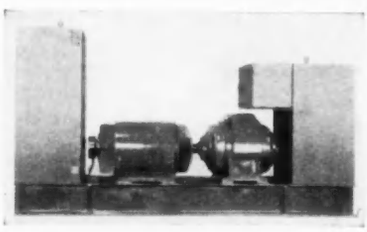
WHAT'S NEW

Each month WHOLESALER'S SALESMAN devotes several pages to new developments that wholesalers and their salesmen can use to develop more volume, better profits for their customers and themselves. Here are details and illustrations of new products for the contractor, industrial and retail markets.

PHOTOELECTRIC RELAY

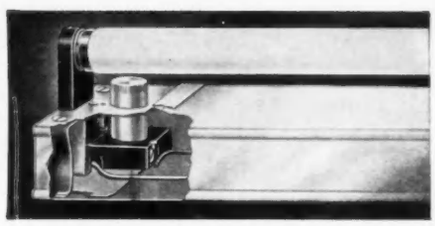
A compact photoelectric relay which can be used for counting, sorting, weighing, measuring, signalling and similar functions is designated as the type RQ Photo-Troller. Has two normally open and two normally closed contacts, each rated at 10 amp. on 115 v. a.c. Operates on a change of 40 foot-candles if not more than 15 foot-candles of extraneous light is present. May be wall or bench mounted. Westinghouse Elec. and Mfg. Co., East Pittsburgh, Pa.

WELDING SETS



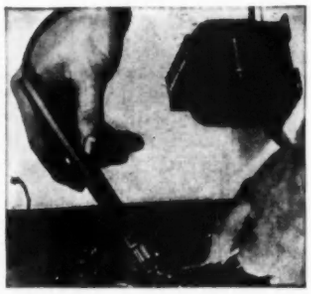
Fifteen hundred amp. constant-potential arc-welding sets for multiple-operator and machine welding incorporate new design features. Construction is more compact, lighter in weight, appearance and ease of installation have been improved. Control for motor and generator is mounted on the base. Sets are equipped with standard driving motors for operation on d.c. Synchronous driving motors may be used to obtain plant power-factor improvement. General Electric Co., Schenectady, N. Y.

FLUORESCENT FITTING



No. 3020A snaps into the company's No. 3000 fluorescent lighting channel providing a support for the complete lamp holder and starter switch unit at one end of each lamp assembly. The company's reflectors have knockouts to accommodate this switch. The fitting is so designed that the lamp holder only can be used when desired and so that it snaps in and out of the channel easily. The Wiremold Co., Hartford, Conn.

ELECTRIC SOLDERER

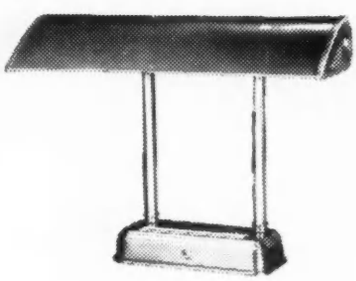


"Instant Heat" electric solderer heats instantly upon touching wire or terminal to be soldered, concentrating heat on exact part. The instrument is hardly larger than a lead pencil, so reaches inaccessible places. Heating stops instantly upon taking carbons away from wire or terminal. Line current is reduced by a transformer to harmless voltages. Ideal Commutator Dresser Co., Sycamore, Ill.

FLOODLIGHT

"Circulite" portable utility floodlight, is designed for use in garages, service stations, factories, warehouses, display rooms, etc., to provide additional illumination when needed. Can be rolled around or hung on the wall. Adjustable, employs controlled beam from spot or flood 150 watt incandescent projector lamp. Steber Mfg. Co., Chicago, Ill.

FLUORESCENT DESK LAMP

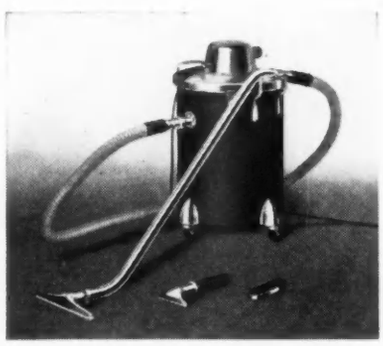


Accommodates a No. T-8 fluorescent bulb the desk lamp illustrated is one of many models which are designed for specific purposes such as roll top desk, work bench, telephone switchboard and piano. For home, office or show counter use there are modern and period designs to harmonize with a variety of decorative motifs. Models are available for use with a.c. and d.c. current. Artistic Lamp Mfg. Co., Inc., New York.

BATTERY REPLACEMENT UNIT

"Connectapower" is a battery replacement unit for private telephone and signal systems. Plugs into lighting circuit and provides power output in various low voltages for talking and ringing circuits for telephones, bells, annunciators, etc. Made in sizes to meet requirements of both large and small systems. Connecticut Telephone and Electric Corp., Meriden, Conn.

VACUUM CLEANER



Premier standard commercial vacuum cleaner, Model 169-A has ¾ h.p. motor, weighs 47 lbs. Overall dimensions are, diameter, 19 in.; height, 30 in. Dust and dirt are taken into metal container which is easily emptied. Filter dries and cleans air before it is exhausted through motor. Floor nozzles have swivel connectors. Electric Vacuum Cleaner Co., Inc., Cleveland, Ohio.

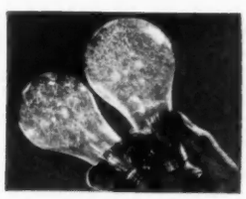
FLUORESCENT DESK LAMP

Model 1000 fluorescent lamp has modernized classical design baked-on morocco brown finish with bronze ornaments. Shade is adjustable for gauging "spread" of light on deep or shallow desks. May be ordered for operation on both a.c. or d.c. current at slight additional cost. Uses 15 watt fluorescent tube. Van Dyke Industries, Chicago, Ill.

LIGHT FIXTURE

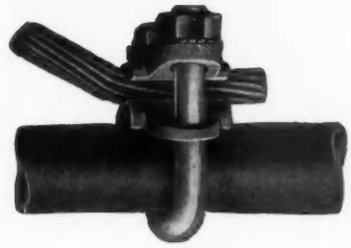
"Stocklite" is designed to direct light in stock bins so that proper illumination is obtained from top to bottom shelf and in bin interiors. Curved "V" shaped flanges prevent aisle glare and direct light to the sides where the utmost intensity is desired. Previous model has been redesigned for greater efficiency. Finished in white porcelain enamel inside and out. Goodrich Electric Co., Chicago, Ill.

FLASH BULB



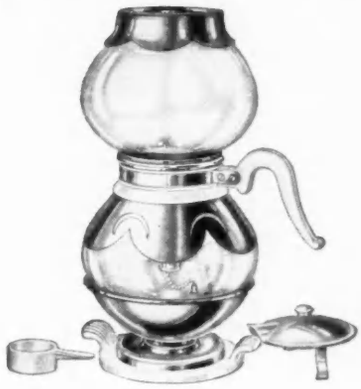
Especially designed for color photography, the superflash color-filter flash bulb incorporates its own daylight blue color-correction filter for natural, true-to-life color reproduction and for use with regular daylight film without filter. The new Superflash Sunlite No. 2 will have the long-peak-light flash characteristic for use with either focal plane or compur-type shutters. Wabash Photolamp Corp., Brooklyn, N. Y.

GROUND CLAMP



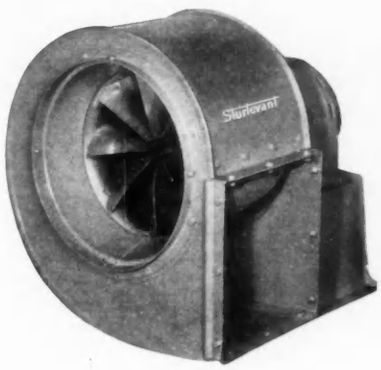
"Groundem" Type GA ground clamp for joining ground lead to loading and unloading pipes of oil storage tanks, is adapted to connect cable to pipe. Can be taken apart and installed over side of pipe. Copper alloy body and Everdur bolts, nuts and lock washers. Burndy Engineering Co., New York, N. Y.

COFFEE MAKER



Wide neck coffee makers make lower bowl more accessible for cleaning. Saratoga Electric and Bretton models have Pyrex brand glass. Filtration is through cloth held under spring tension. The Silex Company, Hartford, Conn.

BLOWER

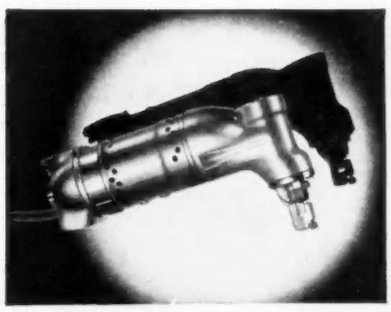


Rexvane Vent Sets are general purpose blowers or exhausters for general ventilating and fume exhaust. Of the centrifugal type, the central feature is the radial blade fan rotor which permits higher rotative speeds, lower outlet velocities and more dependable balance when handling air which contains grease or solid particles. Rotor consists of 8 blades which are balanced both statically and dynamically to eliminate vibration. Nine sizes are available in capacities from 250 to 6,000 c.f.m. B. F. Sturtevant Co., Boston, Mass.

VENTILATING UNIT

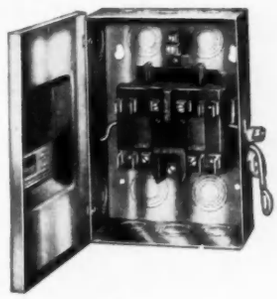
"Nu-Pep Circulair" draws cool lower air upward and distributes it against the patented deflector plate. Capacity is 950 c.f.m., single speed, 110 volt, 60 cycle, 1 pole motor. Thirty-five watt input. Kisco Company, Inc., St. Louis, Mo.

PORTABLE TOOL



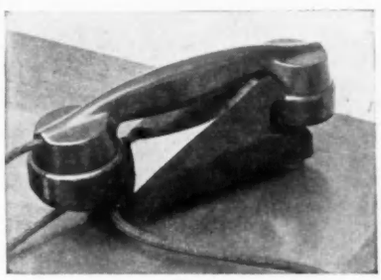
A portable electric Nibbler for cutting sheet metal is 9 in. long, weighs 3¾ lbs. Has yoke type front head incorporating a punch and die that "nibbles" out a rectangular shaving of metal. Will cut up to No. 18 gauge in steel and up to No. 15 gauge in aluminum. Internal cuts can be made by drilling or punching a hole 1 in. in diameter and inserting head of tool. Independent Pneumatic Tool Co., Chicago, Ill.

SAFETY SWITCH



Type D No. 8136-24 safety switch is ruggedly built and equipped with Dual-break mechanism used in type A and type C switches. Cabinet is furnished with plenty of knockouts. Two separate groups of neutral terminals, one grounded to cabinet located at upper end of box for service installations, the other designed for insulated neutral applications located at lower end of switch block. Colt's Patent Fire Arms Mfg. Co., Hartford, Conn.

HOUSE TELEPHONE

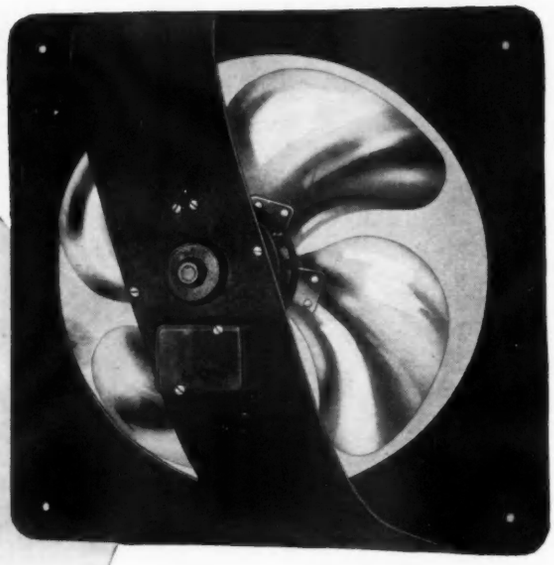


For simple telephone communication in home, store, office. May be connected to an existent bell circuit. Batteries are automatically cut off when handset rests on cradle. Ring signal emitted by pressing button. Usually two instruments are connected on same circuit but more apparatus may be added. Distance between two instruments may amount to about 1000 feet. Bakelite, in table or wall models. Ericsson Telephone Sales Co., 420 Lexington Ave., New York.

CABLE

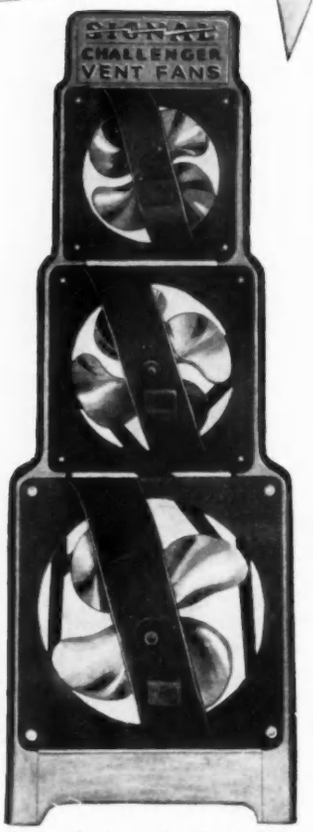
Double bushed and bonded armored cable offers construction features, including tinned copper wire laid between the armor and kraft paper bridging each convolution and providing a direct path to ground throughout the cable. Other features include great flexibility, hot dipped galvanized metal armor, heavy kraft paper which provides weatherproof sheath of high dielectric strength and allows easy stripping of armor, red fibre terminal bushing shaped to slide under the armor without forcing. M. B. Austin Co., Chicago, Ill.

Establish a new idea of value



Streamline design.
Totally enclosed motor.
Self-lubricating bearings, with wool-packed oil reservoir.
Chrome plated fan blades.
Quiet operation.
Easy-to-mount frame.

THE SIGNAL *Challenger* VENT FANS



Free display stand to jobbers and their better dealers.

● Respond in a strikingly comprehensive way to the demand for something modernly different, yet practical, efficient and dependable at outstanding low cost. Streamlined, these fans are value-plus. Characteristics usually identified only with fans in much higher priced brackets include the features shown above. These fans are adaptable for installation in walls, windows, and transoms. Write for complete catalog, and be sure your stock includes the "Challenger" line of vent fans.

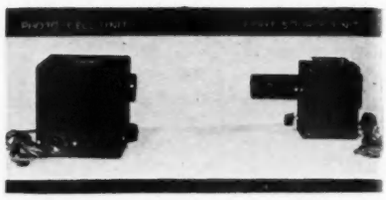
3 SIZES	10″	$9.80	list
	12″	$12.50	list
	16″	$16.50	list

Send for our new 1940 catalog.

SIGNAL ELECTRIC MFG. CO.
MENOMINEE, MICHIGAN
Offices in all principal cities

SIGNAL
MANUFACTURERS OF ELECTRICAL PRODUCTS

ELECTRIC EYE

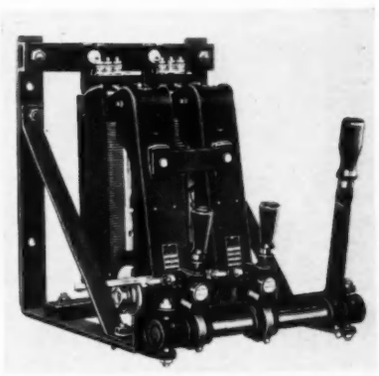


The Teletouch electric eye is a device that casts an invisible beam of light about 35 feet across an area to be protected, which when crossed causes an alarm to be given or throws an electrical switch. Easy to install. Teletouch Industries, Inc., New York, N. Y.

HAIR DRYER

Nos. 20, 21, and 22 hair dryers are for home use. Air change is governed by convenient switch. Induction type motor, 330 watts, 110-120 volts, 60 cycle a.c. Dominion Electrical Mfg. Inc., Mansfield, Ohio.

LAMP BRILLIANCE CONTROL



Autrastat Dimmer is designed to provide smooth flickerless dimming, to permit greater flexibility in loading and to operate at high efficiency. Has the characteristics of an auto-transformer with an infinite number of steps. Will control any load from a 10 watt lamp to the maximum rating of the dimmer. At any dimmer position connected load may be increased or decreased without affecting the intensity. Available in 4000, 5000 and 6000 watts maximum capacity. Ward Leonard Electric Co., Mount Vernon, N. Y.

? *WIRE* ?

Thin Wall—Small Diameter—Heat Resisting

Which . . . When . . . Where

Why is an avalanche of NEW and EXTRA business stored up behind current announcements of new wires?

Why does the new *thinner* wire for branch circuits open the gates for the biggest boom in re-wiring jobs that the industry has ever seen?

Why can every manufacturer, wholesaler, contractor, profit by "picking up the ball", pushing, promoting, publicising that "new" wire feature in order to get owners of OLD buildings and factories to think of NEW wiring jobs?

Why is the new wire a ready vehicle, that, if we use it right, will carry with it sales of Millions of Dollars worth of sockets, switches, conduit, fittings, fuses, fixtures, appliances, every sort of electrical products?

You will find the answers to all these questions—clearly, completely stated—in next month's *Wholesaler's Salesman*

Don't Miss Our April Issue

IRC FLUORESCENT D.C. RESISTORS

ALL SIZES LISTED UNDER UNDERWRITERS RE-EXAMINATION SERVICE

The Most Complete Line—with the Lowest Temperature Rise

IRC Type FL Resistors for fluorescent lamps in d. c. applications have been specifically designed for lowest possible temperatures, for ease of mounting and for low cost. Their dependability has been proved in thousands of installations, and under all conditions of use. Types available are as follows:

IRC Type No.	Ohms	Lamp	Voltage
FL—80	80	20 W T—12	100, dc
FL—110*	110	40 W T—12	200, dc
FL—112	112	20 W T—12	110, dc
FL—126	126	15 W T—12	100, dc
FL—131	131	15 W T—8	100, dc
FL—140*	140	40 W T—12	220, dc
FL—144	144	20 W T—12	120, dc
FL—150*	150	30 W T—8	200, dc
FL—158	158	15 W T—12	110, dc
FL—165	165	15 W T—8	110, dc
FL—170*	170	40 W T—12	240, dc
FL—180*	180	30 W T—8	220, dc
FL—190	190	15 W T—12	120, dc
FL—198	198	15 W T—8	120, dc
FL—210*	210	30 W T—8	240, dc

*Indicates two resistors required per lamp.

Fits All Standard Wiring Strips... All Voltages...

IRC Type FL Resistors may be mounted along with the auxiliary in any standard fixture or wiring channel. Dimensions are shown in the diagram above. Each unit has 8" flexible leads.

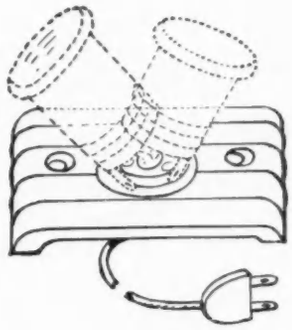
Write for IRC Resistor Bulletin No. 2. Type FL Resistors are sold by leading distributors, including Graybar and G-E supply houses.

INTERNATIONAL RESISTANCE CO.

401 North Broad Street, Philadelphia, Pa.

Makers of Resistance Units of more types, in more shapes, more sizes and for more applications than any other manufacturer in the world.

SWIVEL SOCKET



Swivel socket with cast metal base for spotlight bulbs. Because of the combination yoke which connects the socket to the base, lamp can be pointed in any direction at practically any angle. Comes complete with 8 ft. of approved rubber wire and attachment plug cap. Entire fixture can be hung up out of the way. C. D. Wood Electric Co., Inc., 826 Broadway, New York, N. Y.

GRIDDLE

Autogriddle made to operate at 1000 watts, a.c. only. The grill is heavy cast aluminum, 12" in diameter. Set into a heavy chromed base with walnut appointments. Thermostat controls heat automatically. Flat ribbon-element. Naxon Utilities Corp., Chicago.

HAND LINE SNAP

Snap for hand lines, but also can be used for light hoisting. Will carry loads up to 1250 lbs. Galvanized finish. Hook and eye are integral drop forging. Duck bill nose closes around latch. Overall length, 5½". Diameter of eye, 1 1/16". No. 443-A. Mathias Klein & Sons, Chicago.

F. A. Smith Appoints Representatives

Two new representatives are now out telling wholesalers about the ventilating equipment of the F. A. Smith Mfg. Co. They are Bert J. Clark of Kansas City, who is covering Missouri, Kansas, Nebraska, Iowa, and Ed Locke of Cincinnati who is selling in Kentucky, Indiana and southern Ohio.

Nela Park Courses

CLEVELAND—As is its custom, General Electric is holding a series of lighting courses here for the benefit of beginners and experts. L. C. Kent of the Institute at Nela Park has announced the following schedule courses for the year:

April 1 to 5—Elementary commercial and industrial

April 22 to 26—Advanced commercial and industrial

May 6 and 7—Street lighting conference

May 8 and 9—Utility lighting directors

May 20 to 24—Advanced home lighting

Sept. 4 to 6—Elementary home lighting

Sept. 23 to 27—Elementary commercial and industrial

Oct. 7 to 11—Advanced commercial and industrial

Oct. 21 and 22——Annual conference for lighting customers.

New Appointment

ATLANTA—George R. Koeln & Co., 376 Nelson St., S. W., have been appointed representatives by Porcelain Products, Inc., in Georgia, Alabama, Florida, Tennessee and the Carolinas.

Let's Go To The Fire House

EL PASO, TEX.—Some smart member of the Electric League had a good idea for a recent meeting. He figured that everyone from eight to eighty gets a great kick out of fires, fire apparatus and the fellows who make a living in this exciting work. So he suggested that following the regular meeting and dinner, the members visit the Central Fire Station. His idea went over big, and that meeting night the electrical boys saw and asked about things they had been wondering about for many years.

TABLE APPLIANCES *get the once over from L. Malloy, counter salesman for the Mid-Hudson Electric Supply Corp., Poughkeepsie, N. Y. Proctor is a new line for Malloy and cohorts there.*

Talking Display

In order to help dealers dramatize its car radios, Motorola has introduced the "Mainliner," a display for five car radios and equipped with a wireless record player, so the salesman can put on a record and let the radio sell itself. The display, which stands five feet high, is equipped with casters, can be easily moved.

New Address

SAN FRANCISCO—Increased volume has necessitated Raytheon Production Corp., makers of radio tubes, to move their West Coast warehouses and offices to new and larger quarters at 1045 Bryant St., this city.

Hotpoint Goes Hollywood

Soon Hotpoint dealers will be sending tickets for "Blame It On Love", a full length sound movie, to their customers and prospects, for some 600 Hollywood folks, including directors, actors, electricians, etc. have finished shooting the picture. Produced in the Hal Roach Studios, it concerns the ups-and-downs-and-ups of Terry Arden (Joan Marsh), a singer with a swing band and Jeff Wadsworth (John King), son of a wealthy and snooty family.

They run off and get married, but what with inlawitis and Terry's foul cooking, the marriage stumbles. Terry leaves for a spot as singer on a coast-to-coast program featuring the Hotpoint Kitchen. There she learns the advantages of electric cooking, installs Hotpoint equipment in her own home.

Before long Terry is an expert, invites Jeff and family for dinner, scores a great hit, recovers husband and happiness.

Demand For 30% Wire

GREENSBORO, N. C.—Due to new state inspection requirements, H. M. Sutherland, president of Electric Supply & Equipment Co., reports a great demand for 30% marked wire. He says, "The new requirements came as a surprise, and we had a hard time getting this wire, but we're getting into shape now."

***BANQUETERS** get together to wind up annual sales meeting of Van Cleef Bros. Seated at head of the table are Noah and Felix Van Cleef, the Dutch Girl and Paul Van Cleef. Standing behind them are Sales Manager H. D. Wexelberg and his champions—George H. Bills, package-goods leader; Jack Kasrel, best quota buster; Jack Ellison, head man at bringing in new accounts.*

(*Continued from page 13*)

groid, manager of Gilson Electric Supply, Oakland. A. J. Cole, vice-president, Toastmaster Division, McGraw-Electric Co., took the Manufacturer's Cup, W. R. Marshall, vice-president, Westinghouse, San Francisco, the Clendennin trophy and J. E. E. Royer, the Central Station Cup. C. W. Goodwin, San Francisco district manager G.E. Supply Corp., presided at the annual golf dinner.

International Hook-Up

A globe girdling telephonic broadcast made promotional history for Independent Pneumatic Tool on the night of February 6 when the Thor-Nado, new portable electric hammer, was introduced to distributors throughout the world. At the microphone, set up in Thor's Chicago offices, were President Neil C. Hurley, Director Leonard S. Florsheim, Vice President Neil C. Hurley, Jr. and William A. Nugent and Advertising Manager Norman Kirchner.

The half-hour broadcast was prearranged so wholesalers in fifteen American cities and Sydney, Australia, Manila, P. I. and Caracas, Venezuela could communicate with other points and ask questions about the new product.

Wesco Drive Launched By Telephone

With the theme "'40 Plus", a nation-wide contest for Westinghouse Electric Supply salesmen was launched January 26 by B. W. Clark, president, via a coast-to-coast telephone hookup extending from Boston to Los Angeles. Located at 15 "listening posts", the entire Wesco organization heard President Clark say that $10,000 in prizes was available to all salemen meeting or topping quota.

This is a year-round sales drive covering all Westinghouse products. Contestants will see how they're doing through monthly bulletins, progress and prize charts.

Nate Gertler To Florida

Last October Nate Gertler, president of Gertler Electric Supply Corp., New York, rounded out 25 successful years of service in electrical wholesaling. That is a sufficiently long time, Nate feels, to work at any one business, besides he had a desire to move down South. So last month he set out for Hollywood, Florida. Although Mr. Gertler is leaving New York and the wholesaling branch of the industry, he is continuing in the electrical business as representative for several manufacturers in the Florida territory.

Always an industry worker, he contributed much time to numerous electrical groups in the New York territory. Among them is the Eastern Electrical Wholesalers Association which he helped start and on February 7th that organization held a dinner in his honor, presented him with a watch in appreciation for his active interest in helping the organization reach its present standing.

ILG Retirement Plan

To help its employees provide for a retirement income, The Ilg Elec. Ventilating Co. has installed a retirement plan which now covers more than 180 employees. Administered by Metropolitan Life Insurance Co., it provides that members may retire normally at age 65, and receive a life income, which will be derived from monthly contributions by the employer and employees.

Cyr And Gadgets

Last month the Rocky Mountain Electrical League started a series of sales and promotion drives for dealers, keynoted by William A. Cyr, Pacific Coast Editor of WHOLESALER'S SALESMAN. Bill's theme "Gadgets Will Get You If You Don't Watch Out," is a good natured expose of the gadget business for those who are right in the midst of it.

With sound effects, plenty of gadgets, plus many timely ideas and suggestions for improving salesmanship and increasing volume, he gave his first talk at Pueblo on February 8th. The next day the Denver electrical trade heard his message and on the 12th, Bill Cyr and his gadgets appeared at Casper.

Radio Note

KANSAS CITY, MO.—The situation over in Europe temporarily reversed the distribution system as far as Richards & Conover Hardware Co., this city, and Galvin Mfg. Co., (Motorola) are concerned. A short time ago Galvin received an urgent message from London asking for a flock of portable radios, with shoulder straps, so the Bobbies could carry them around to get important messages pronto. Galvin sent what they had, asked Richard & Conover for all they could spare from a recent shipment, so off to London they went and profitably, said Sales Manager R. R. Lancaster.

HOW TO KILL A SALE.....NO. 13

WHY, YOU PROBABLY WON'T BELIEVE ME WHEN I SAY.....
IF HE DOESN'T THINK I'LL BELIEVE IT, IT MUST BE PRETTY RAW
THOUGHT
ELECTRICAL
RT. Hoyt

Hallstrom Completes 45 Years With Graybar

Early in January, 1895, a fifteen year old lad by the name of A. L. Hallstrom went to work in the shipping department of Western Electric, Chicago. Then and there he decided he liked the company and the way it operated, so he decided to stay and this year is celebrating his 45th year with the company. Since 1924 he has been Atlantic District Manager, with headquarters in Philadelphia.

Two celebrations marked the occasion. The first took place in New York on January 12th at the Union League Club, when President F. A. Ketcham and the General Department Heads gave a luncheon in his honor. A few days later the entire Philadelphia organization celebrated the occasion. Following the office meeting a number of the older employees attended a dinner at the Penn Athletic Club in his honor.

G. E. Supply Takes To Road

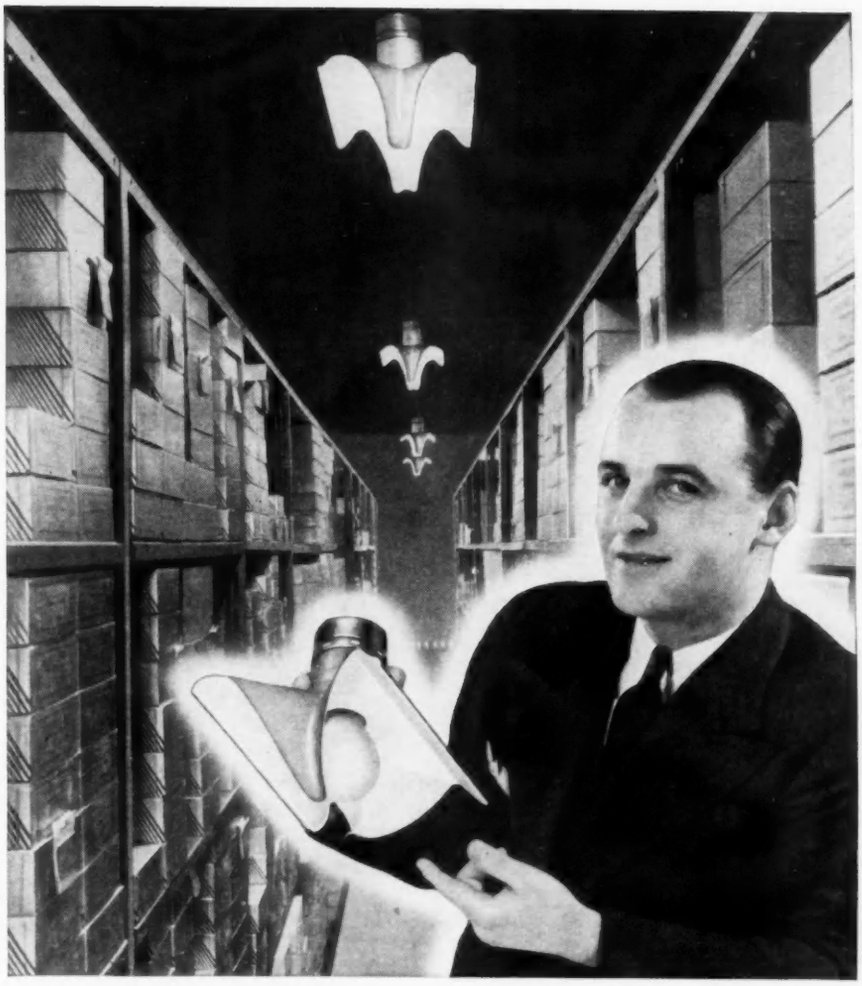
Designed to give contractors and industrials an "action picture" of newest electrical equipment, General Electric Supply is on the road with a traveling show covering ten eastern and midwestern cities. Premiere took place in Hartford when 2500 persons saw the 20 tons of equipment in action with products ranging from switchgear to fluorescent lamps. Cooperating in staging the show are American Blower, Curtis Lighting, Holophane, Miller and Trumbull.

Square D Buys Factory Site

To further expand its production facilities, Square D has purchased an eight-acre factory site in Milwaukee, plans to build a new plant there this year. The proposed building will contain 120,000 square feet of floor space.

E.E.W.A. Dinner Next Month

On Saturday evening, April 6th, members of the Eastern Electrical Wholesalers Association, their ladies, and guests will gather at New York's Hotel Astor for the Tenth Annual Dinner-Dance. This is always a big event for the industry and at least 700 people will be on hand for the dinner and show.



FOR BETTER VISION IN STOCK ROOM AISLES

Where ordinary fixtures fail to provide uniform illumination of shelves and bins in narrow aisles, this fixture, designed especially for the purpose, provides an even distribution and diffusion of light for comfortable reading of orders, labels, and small parts numbers anywhere in the aisle.

The result is improved working conditions—more expeditious and accurate handling of orders wherever this unique fixture is used.

THE STOCKLITE

The odd shape of this reflector does it! Light is directed to the sides, providing adequate illumination from top to bottom shelf and into bin interiors. As you look down the aisles, there is no glare. The curved, V-shaped flanges prevent that—send light to the sides to build up intensities in the bins, where it is needed. The Stocklite is finished in permanent porcelain enamel; easy to clean. It is an exclusive Goodrich product. Ask for Bulletin No. 91.

Sold Only Through Electrical Wholesalers

MEMBER OF R. L. M. STANDARDS INSTITUTE

GOODRICH ELECTRIC COMPANY

OFFICES IN ALL PRINCIPAL CITIES

GENERAL OFFICES AND FACTORY: 2921 N. OAKLEY AVENUE, CHICAGO, ILL.

BIG NEW CATALOG ON THE FASTEST MOVING ELECTRICAL LINE!

Fast-moving in new ideas . . . new items . . . new sales appeal! If you haven't seen a ROYAL Catalog lately, you're due for a surprise when you open this one! Write for your free copy now—and use it as your guide to fast-selling electric supplies!

Sell More Fuses!

This "little display with the big selling punch" sells 5 famous Royal Crystal Fuses —with the safe Glass Top and the Tell-tale Disc. Packed in display boxes of 20.

Sell More Wire!

The Royal Wire Merchandiser displays and sells fast-moving types of electric cord. Dealers welcome this convenient unit.

New Trouble Light!

Royal "Sealed-Tight"—one piece seamless, shock proof rubber handle and enclosed switch. Display holds sample and does real selling job.

In addition to these Royal items, the new 1940 Catalog describes all other types of Royal Wire, Cord Sets, Fuses, and smartly-packaged Holiday Lighting Equipment. Send for your copy now!

COMING SOON!

Other new Royal items and new merchandising units that will make 1940 a Royal Year!

WATCH FOR THEM!

ROYAL ELECTRIC CO., Inc.
93 Grand Ave., Pawtucket, R. I.
Rush me free copy of your colorful new 1940 catalog.

Name .....
Firm .....
Address .....
.....

New Baby

MOBILE, ALA.—"There isn't any special news right now," says J. D. Terrill of McGowin-Lyons Hdwe. & Supply Co., "except that I've got a 'new baby' and it's doing fine." However, the new baby isn't the kind you walk the floor with at night; it's a plumbing department.

The firm has consolidated its electrical and plumbing departments, and Terrill, manager of the former for 12 years, now has charge of both. The Toastmaster line is the latest addition to the family, along with the new offspring.

Muskegon Plans A.W. Promotion

One of the most encouraging features of a preliminary meeting in Muskegon, Mich., to get an adequate wiring movement started was the fact that all the contractors were there in full force—100 per cent to be exact. These boys, with the help of wholesalers and power men, are the ones who are going to put this program over, so it looks mighty hopeful for Muskegon.

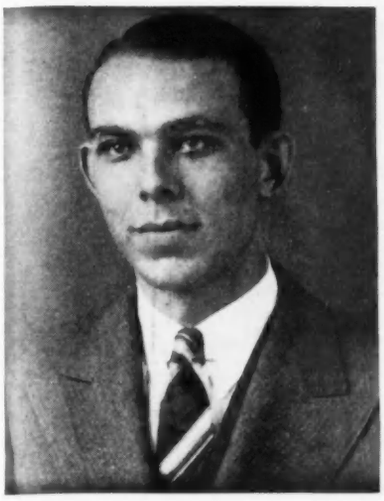
Art Schanuel of the National Bureau was on hand for the meeting, helped them get started. Stanley Johnson of Consumers Power Co. was named temporary chairman of the committee composed of Karl Fitzpatrick, Fitzpatrick Electric Supply, William Hall, Hall Electric; Henry Damminga, Damminga Electric, and Electrical Inspectors Edward Plunkett and Walter Gerst.

Gross Consolidates In Houston

The Denver branch of the Gross Electric Supply Co., has been moved to Houston and only an office will be maintained in Denver. This shift does not involve a change in personnel. At Houston the main display room has been enlarged and two new rooms and a balcony have been added.

Westinghouse Ups Mills And Beatty

Reese Mills, for the past 15 years manager of the Westinghouse range and water heater department, moves ahead to assistant sales manager of the merchandising division, with responsibility for coordinating that division's sales activities. This work was formerly handled by Raymond C. Cosgrove, who resigned recently.



NOW SELLING on the outside for Moore-Handley Hardware Co., Birmingham, Ala. W. C. Sparks started with the firm in 1936 as stock man in the electrical department, moved ahead to order clerk and counter salesman. His current promotion puts him out on the road.

The management of the range and water heater department is now under R. M. Beatty, sales development manager of that department since 1937. He has been with Westinghouse since 1930.

Isco Club At Fresno

The employees of the Incandescent Supply Co., San Francisco, have a social club—it's called Isco—and at least once a year members of the company's several branches get together. This time Chairman Al Philips thought Fresno would be a good location and 75 members from the four houses gathered there for a dinner, bowling tournament and two sightseeing trips.

Worthington Changes

CLEVELAND—During the past several weeks, men have been moving in the electrical department of The George Worthington Co. Lloyd Beeman, a Worthington man for 29 years, the last 15 as a territory salesman, is now doing all the electrical buying. James McCleave, who has been selling electrical lines for Worthington many years, has charge of sales promotion activities. Gerald Doss, formerly with General Electric, has joined the sales staff.

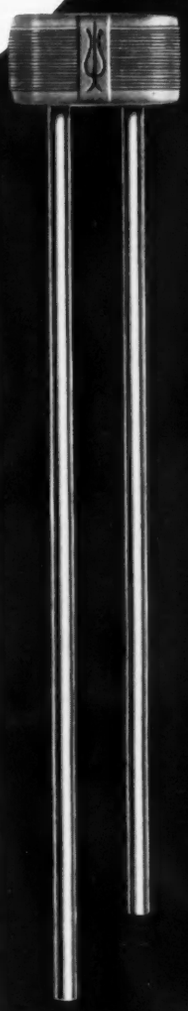
Worthington salesmen also have two new lines to sell—Bulldog switches and Ivanhoe lighting equipment.

RITTENHOUSE

The Quality Chime Line!

BUILT UP TO A STANDARD NOT DOWN TO A PRICE!

PRESIDENT MODEL $6.95 TO $11.50



SELL RITTENHOUSE CHIMES FOR CUSTOMERS' SATISFACTION

...and here's why!

1 *Better* **TONE QUALITY**—The use of special chime alloys, plus correct acoustical design and superb craftsmanship result in the matchless tone quality of Rittenhouse Chimes. We invite you to compare it with others.

2 *Better* **STYLING**—A variety of graceful, chaste designs to harmonize with any home decorative theme. Many nationally famous interior decorators are using Rittenhouse Chimes—proof of their style acceptance.

3 *Better* **CONSTRUCTION**—Improved, simple, "fool-proof" mechanisms developed by Rittenhouse engineers. Strong, rugged construction. Every chime is carefully tested before leaving factory and fully guaranteed against any defect in material or workmanship.

4 *Better* **VALUE**—Whatever Rittenhouse product you may buy you are assured of full value for the price. For only a few cents more than the lowest, you can buy Rittenhouse quality and prestige that can't be obtained elsewhere at any price.

THE A. E. RITTENHOUSE CO., INC. Dept. 615—Honeoye Falls, N. Y.

NATIONAL ADVERTISING BUILDS PUBLIC ACCEPTANCE

Rittenhouse is the chime line the public knows best because of consistent advertising over a period of years. For customer-satisfaction sell Rittenhouse Chimes.

DEALER HELPS

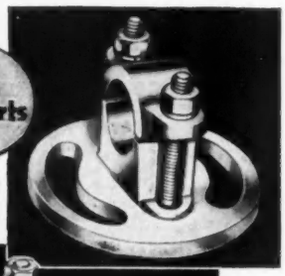
Rittenhouse backs up dealers with a complete merchandising service consisting of demonstration boards, displays, posters, folders, newspaper mats, catalog cuts, etc. Rittenhouse's strict sales policy protects your interests.

RITTENHOUSE DOOR CHIMES

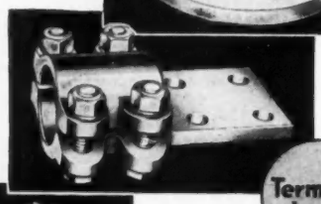
Preferred *because they are* **Dependable**

The leading utility companies and "industrials" use PENN-UNION fittings to make certain of *dependable* connections.

They know that *every* Penn-Union fitting is carefully designed and manufactured . . . thoroughly tested.



Standard and special types, for every need.



Straight and angle. For tube and cable.

All types; tubing or cable, or flat bar.

These fittings are high conductivity copper alloy, with machined contact surfaces.

More than 6,200 items in the Penn-Union line . . . for every type of electrical connection . . . . . including many NEW and IMPROVED fittings.

Sold by Leading Jobbers

Write for catalog.

PENN-UNION ELECTRIC CORPORATION
ERIE, PA.

You'll find it in the *complete* line

PENN-UNION
Conductor Fittings

Installs Fluorescents

DENVER, COLO.—After the shipping room of the Mine & Smelter Co. had been fluorescent lighted, the company next turned to the general office, gets 27 foot candles of illumination. Electrical Manager H. A. Fluckey says, "Not only do we get fine lighting, but it's an excellent way to demonstrate fluorescents most convincingly."

New Frisco House

SAN FRANCISCO—Latest wholesale house to open here is the Plough Electric Supply Co., 1168 Bryant St. Head man is Kenneth Plough, who has been a wholesaler's salesman for 17 years—seven of these with Graybar, ten with California Electric Supply Co.

Illinois Porcelain Appoints Loyd

Insulators, bushings and other porcelain products manufactured by Illinois Electric Porcelain Co., are now being sold in the Southeastern states by Ernest T. Loyd, 198 Walton St., N. W., Atlanta, Ga.

Leaves Kansas City

Feeling that it can serve its customers in Kansas City effectively and at less expense from the main house at St. Joseph, Mo., the American Electric Co. has closed its branch there. The Kansas City house, only about 60 miles from St. Joseph, was located at 1928 Grand Ave.

MEN ON THE MOVE

Fred Jones has joined the sales force of the Incandescent Supply Co., Oakland, Cal. He is working the city accounts.

Dan Dunne is selling in Chicago for Chase Brass & Copper Co. He used to be with Hyland Electrical Supply there. Dunne replaces **F. B. Barlowe,** who has been transferred to the New England territory.

A. B. Carlon of Hotpoint has been moved from the Portland, Ore. district to the Salt Lake City region. **C. B. Hall,** formerly of G. E. Supply, Indianapolis, has joined Hotpoint as range and water heater specialist in northern Illinois.

FLOOR BOXES *and* WIRING SPECIALTIES

No. 285 Double Duplex Receptacle Nozzle

The most attractive, compact and easy-to-install fitting on the market. Shown in illustration with No. 200 Cover Plate.

No. 284 Duplex Receptacle Nozzle

With ½" brass pipe extension. Neatest and most compact fitting obtainable. Also available with ¾" pipe extension. Fullman also offers Duplex Telephone Nozzles.

No. 130 Adjustable Water Tight Floor Box

No. 130 Box with No. 207 Bell Nozzle. Cut-away view illustrates how tapered unit receptacle fits tapered opening in adjustable ring. Cover plate 3½" — overall height 3½".

• The *Latrobe Line* is complete for all residential, commercial, and industrial requirements. In addition, the entire line is designed with the idea of reducing installation time . . . an important point to consider when selecting floor boxes and wiring specialties

Write for details TODAY!

FULLMAN MFG. CO.
LATROBE • PENNA.

NOW SELLING *for the Minneapolis house of General Electric Supply. Al Natalie, who joined the city sales staff several months ago, is well known in the territory having nine years of pushing electrical lines behind him.*

L. M. Perkins, formerly with Carrier, has joined Allen-Bradley as manager of the air conditioning and refrigeration control division.

William B. Meek, who has managed the electrical department at the New Orleans branch of Monroe Hardware Co. for the past ten years, has been elected vice president of the company, with complete charge of electrical operations. **D. W. Bishop** has been appointed sales promotion manager in charge of dealer sales planning.

Virgil Dye and **Robert Schmidt** are new on the sales front of Hendrie & Bolthoff Mfg. & Supply Co., Denver. Dye was with Weyth Hardware, St. Joseph, Mo., Schmidt was promoted from the shop.

Elmer C. Dvorak has charge of range sales for General Electric and **Ray Rich** has advanced to water heater sales manager.

Charles L. Martin now directs sales for Dominion Electrical Mfg. Co. Formerly he was with Samson-United. **M. V. Rutherford,** who has been with Dominion 14 years, has moved ahead to advertising and sales promotion manager.

W. G. Sterett of Westinghouse Electric Supply, has been promoted to manager of the apparatus and supply division in the Southwestern district. He headquarters at Dallas. Before this promotion he managed the San Antonio branch.

C. R. Harris, until recently supply salesman at San Francisco for G. E. Supply, has moved to Stockton as appliance specialist.

The office of treasurer of L. R. Klose Electric Co., Kalamazoo, Mich., will be filled by **L. R. Klose, II,** that of purchasing agent by **Glen Freeman. Owen Hall** takes over the position of stockkeeper. **John Freer** comes to the staff as assistant stockkeeper.

RUBBER COVERED POWER CABLES • BUILDING WIRE

CRESFLEX NON-METALLIC SHEATHED CABLE • SERVICE ENTRANCE CABLE • MAGNET WIRE • BARE WIRE

VARNISHED CAMBRIC • FLEXIBLE CORDS • LEAD ENCASED AND PARKWAY CABLES • ARMORED CABLE

"Remember, this wire will be immersed in water for long periods."
"And it must resist the action of acids, alkalis and salts."
"We can't use lead sheath either. Too many difficult pulls and too much vibration."

In that case, gentlemen, you need

CRESCENT IMPERVEX

Moisture Resisting Rubber Covered Building Wire

Now, this superior insulation is available for building wires where they are to be installed in moist locations and where lead sheath is not acceptable. CRESCENT IMPERVEX building wire is especially suitable for replacing lead sheathed wires in existing conduits when increasing the capacity of the system. Due to its smaller overall diameter, more wires of the same size or wires of larger gauge may be used.

SEND FOR NEW BULLETIN ON CRESCENT IMPERVEX

CRESCENT INSULATED WIRE & CABLE CO. INC.

TRENTON, NEW JERSEY

Jobber Co-Operation—A Permanent Policy

Atlanta Baltimore Boston Buffalo Chicago Cincinnati Cleveland
Detroit Indianapolis Kansas City Los Angeles Minneapolis
New Orleans New York Philadelphia Pittsburgh St. Louis San Francisco

CRESCENT ENDURITE SUPER - AGING INSULATION

Save 25% to 50% on TIME!

B-M Connectors and Couplings put SPEED into that conduit or tubing job—*and you pocket the savings!* Just two squeezes with the patented B-M indenter make a SECURE joint or coupling. It's the SIMPLE METHOD for quick, *quality* work.

ALSO
- Save 25% on material
- Quick, easy installations
- Eliminate complications
- Stronger, neater connections
- No fussing with nuts to tighten

For More Profit on Every Job!

$1.35 Buys the One Tool Needed

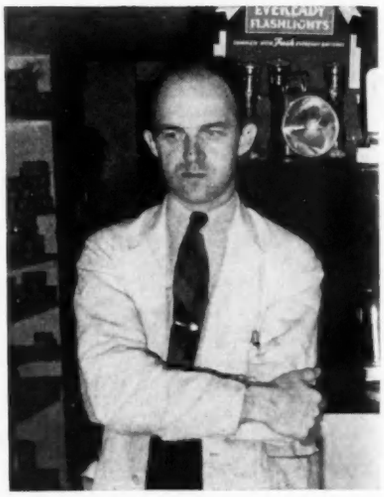
This one patented tool (½" B.M. Indenter) handles 80% of all installations. Pays for itself many times over on the very first job.

Approved by Underwriter's Laboratories

Distributed By:

THE M. B. AUSTIN CO., Chicago, Ill.
CLIFTON CONDUIT CO., Jersey City, N. J.
THE STEELDUCT CO., Youngstown, Ohio
NATIONAL ENAMELING & MFG. CO., Pittsburgh, Pa.
CLAYTON MARK & CO., Evanston, Ill.
GENERAL ELECTRIC CO., Bridgeport, Conn.
ENAMELED METALS CO., Pittsburgh, Pa.
TRIANGLE CONDUIT & CABLE CO., Elmhurst, New York City

BRIEGEL METHOD TOOL CO., Galva, Illinois



A SOBER PROBLEM *has Charles Tobey of Wehle Electric Co., Elmira, N. Y. plenty occupied. Like as not he's concerned with meeting deliveries, for things are moving ahead in that territory as in yours.*

F. E. Reck and **J. W. Hankins** are now bringing in business for Missouri Valley Electric Co., Kansas City. Reck was with American Electric there. Hankins hails from St. Louis where he sold for Carrash Electric Supply.

Charles Martin is latest newcomer to the sales staff of Gibson Electric Supply Co., Oakland, Cal. He was with Incandescent Supply Co.

James M. D. Worrall has resigned as eastern sales manager of Proctor Electric Co., to go with Longines-Wittnauer Watch Co. in the sales department.

E. P. McCurdy is now apparatus specialist for Mine & Smelter Supply Co., Denver. He had been with Westinghouse.

FLASH!

JOBBERS ATTENTION

WRITE FOR YOUR FREE BOOKLET ON THE NEW

— CENTURY —
FLUORESCENT LIGHTING EQUIPMENT

WRITE TODAY

TWENTIETH CENTURY ENGINEERING CO.
MANKATO MINNESOTA
INDUSTRIAL DESIGNERS AND MANUFACTURERS ELECTRICAL EQUIPMENT

Don't share Your Fuse Profits!

You won't have to if you sell TRICO FUSES!

TRICO Powder-Packed renewal elements are not interchangeable with the "ordinary" bare link types. YOU get all the repeat business — build for the future — eliminate all price competition.

TRICO QUALITY assures you of satisfied customers.

The controlled "THRU THE WHOLESALER" policy builds a solid, profitable fuse business for you day after day.

IT PAYS TO PUSH
TRICO
powder-packed
FUSES

TRICO FUSE MFG. CO. Milwaukee, Wis.

TRICO POWDER PACKED FUSES
STOP WASTED KILOWATTS AND WASTEFUL SHUTDOWNS

MORE FACTS ON PRODUCTS

Fans—Signal Electric Mfg. Co., Menominee, Mich. has just brought out a catalog showing their complete line for 1940.

Indoor and Outdoor Switching Equipment and Bus Supports—The Delta-Star Electric Co., Chicago, Ill., publishes net price lists No. 8-E on unit type outdoor switching equipment and bus supports, No. 10-F on unit type indoor switching equipment, No. 9-E on unit type indoor bus supports.

Portable Electric Tools—The Black and Decker 1940 catalog is a good looking 61 page booklet which covers a wide variety of portable electric tools, attachments and accessories. Black & Decker Mfg. Co., Towson, Md.

Door Attendant—A leaflet put out by Photobell Corporation, New York, describes the Sentinel door attendant for installation where it is desirable to keep track of those entering or leaving.

Capacitors—A 15 page catalog gives technical and price information on Industrial Capacitors manufactured by Aerovox Corp., New Bedford, Mass., for use and replacement in electrical refrigerators, oil burners and other motor driven equipment.

Pressure (Solderless) Connectors — The Thomas and Betts Co., Inc., Elizabeth, N. J., offers a 92 page catalog, No. 100, which gives pictures, prices and descriptive information concerning pressure (solderless) connectors for wire, cable, rod, tubing and bar.

Hose Hints — United States Rubber Co. has published a 32 page booklet entitled "Hose Hints" designed to assist prospective buyers and present users of hose manufactured by the company in properly selecting and obtaining the longest possible trouble-free service.

Portable Instruments—General Electric Co., Schenectady, N. Y. 28-page catalogue (No. GEA-1784B) gives features, uses, dimensions and illustrations of line of a.c. and d.c. portable instruments.

Cable—Catalogue No. GEA-3280, General Electric Co., Schenectady, covers their line of low-voltage power cable. It includes a summary of types and applications, details and prices, and a section on how to select the right size.

Telephones—Connecticut Tel. & Elec. Corp., Meriden, Conn. A 36-page catalogue covers complete line of telephone equipment for apartment house applications.

Time Switches—General Electric Co., Schenectady, N. Y., has issued catalogue GEA-3339 which gives details covering their T-27 line of general-purpose automatic time switches.

Time Switches—Sangamo Elec. Co., Springfield, Ill., a 20-page catalogue illustrating and describing their synchronous motor, synchronous motor with carryover, and electrically wound time switches.

Ventilating Equipment — American Blower Corp., Detroit, a 40-page catalogue giving details on their ventilating equipment for home, store, industrial and commercial installations. Eight pages are devoted to application problems.

Wiring Devices—Catalogue "X" issued by the Hart & Hegeman Div. of The Arrow-Hart & Hegeman Elec. Co., Hartford, Conn., illustrates, describes and prices the complete line of wiring devices. Catalogue No. 27 gives complete facts on the wiring device lines made by the Arrow Elec. Div. of The Arrow-Hart & Hegeman Elec. Co., Hartford.

Long Beam Floodlights

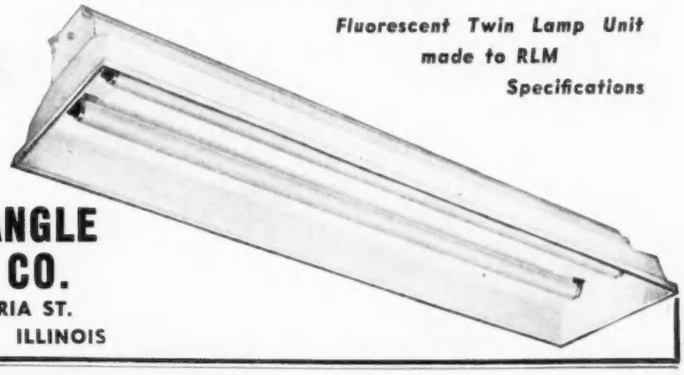
Silvered Bowl Diffuser

QUAD

IS THE LINE THAT GIVES YOU UNLIMITED SALES OPPORTUNITIES . . . . .

Every day Contractors and Industrials are coming to rely on QUAD Lighting Units for good-looking, modern lighting jobs. Get ready now for the demand. The QUAD line covers any requirement for efficient, up-to-date lighting and will build up your sales volume —that means substantial income. Write for more detailed information.

Fluorescent Twin Lamp Unit made to RLM Specifications



QUADRANGLE MFG. CO.
34 S. PEORIA ST.
CHICAGO ILLINOIS

FOR FAST INSTALLATION and POSITIVE CONTACT..USE

Sherman Ground Clamps

RIGID GROUND FITTING

Type GF2 — solder or solderless fitting for rigid conduit. With soldering lug. Pipe clamp may be reversed for use with ground rod and thin wall conduit. A full size, heavy duty fitting.

Sherman Ground Clamps are uniformly easy to install, and insure positive contact. They are made of finest materials, on high production, precision machines which insure top quality at lowest cost.

It pays to stock and sell the Sherman line. With Sherman you can supply the right clamp for every job—and once you sell them you'll find they REPEAT.

STRAP TYPE PRE-FORMED — EXCLUSIVE ROLLED END

Ground clamp of patented construction. Wire may be soldered to roll end, or clamped under washer. Made of pure copper, partially formed for easy installation.

"BONDROD"—*Today's Finest Ground Rod Clamp*

"Bondrod" ground rod clamp. Heavy extruded bronze. Bronze screw with cup point. Strong one-piece construction.

H. B. SHERMAN MFG. CO.
BATTLE CREEK, MICH.

even

BETTER MOUSETRAPS

would sell better today, thru Wholesalers.

ILSCO

SOLDERLESS LUGS

—the better pressure connectors, do!

That's why we encourage your customers, every chance we get, to look to *you* not only for ILSCO Solderless Lugs, but for *all* their electrical supplies.

For a fuller story, write *TODAY* for new ILSCO catalog.

DEPT. 3WS

Ilsco Copper Tube & Products, Inc.

5629 Madison Road, Cincinnati, Ohio

IDEAL MONEY MAKING PRODUCTS

1. **"Wire-Nuts."** — Millions used in preference to solder and tape methods. They speed production—improve work. Skin wires—Screw on—**That's All!** Fully approved.

2. **"E-Z" Wire Strippers.**—Strip the toughest insulation without nicking or cutting strands. Strip solid or stranded wires No. 30 gauge to No. 5.

3. **Cable Ripper** — Easily and cleanly rips non-metallic sheathed duplex or lead covered cable.

4. **Joist Boring Machine.**—A fast mover. Ends tiresome and dangerous reaching. Bores at any angle. Reaches up to 11 ft.

5. **Fuse Clip Clamps**—Here is a device that has real sales appeal. For Ferrule or Knife type clips. Seven sizes.

6. **Fish Tape, Reel and Puller.**—Big Selling, 3-in-1 Tool . . . Easily fits tool kit. Keeps tape reeled up. Eliminates breakage and "live" contacts.

7. **Test-Lite & Fuse Puller.**—Tests live circuits, pulls fuses. Electricians **really use** this combination Test-Lite and Fuse Puller because of its handy pocket size.

8. **Fuse Reducers.** — Stop over fusing. Many sizes.

9. **Fuse Pullers** — Laminated Fibre, four sizes.

SOLD THROUGH JOBBERS

Electrical Products Division

Ideal Commutator Dresser Company

1047 Park Avenue — Sycamore, Illinois

ADVERTISERS' INDEX

A

	Page
Adam Electric Co., Frank	34
Allen Co., Inc., L. B.	52
American Automatic Elec. Sales Co.	31
Arrow-Hart & Hegeman Electric Co.	4

B

Briegel Method Tool Co.	50
Bussmann Manufacturing Company	Back Cover

C

Couch & Co., S. H.	52
Crescent Ins. Wire & Cable Co.	49
Cutler-Hammer, Inc.	Inside Front Cover

D

Dilec Electrical Conductors	32, 33

F

Fostoria Pressed Steel Corp.	24
Fullman Mfg. Co.	48

G

General Cable Co.	28, 29
General Electric Co. (Nela Park)	26
Goodrich Electric Co.	45

H

Hazard Ins. Wire Works Div.	37
Hygrade-Sylvania Corp.	1

I

Ideal Commutator Dresser Co.	52
Ilsco Copper Tube & Products, Inc.	52
International Resistance Co.	42

O

Okonite Co.	37

P

Penn Union Electric Corp.	48
Plymouth Rubber Co.	Inside Back Cover

Q

Quadrangle Manufacturing Co.	51

R

Ray-O-Vac Company	38
Rittenhouse Co.	47
Royal Elec. Co.	46

S

Sherman Mfg. Co., H. B.	51
Signal Elec. Mfg. Co.	40
Square D Company	2

T

Trico Fuse Mfg. Co.	50, 52
Twentieth Century Eng. Co.	50

U

United States Rubber Co.	7, 8, 9, 10

ALLEN — LOOK FOR THIS ON THE PACKAGE — GET THE HABIT

WHAT FLUX FORM ?

Stick, Paste, Salts, Liquid

— Tell us on your letterhead — we will send you your choice

- SODERING STICK
- SODERING PASTE
- SODERING LIQUID
- SODERING SALTS

Buy ALLEN Fluxes & Soders at your Dealers

L. B. ALLEN CO. INC. — SOLDERING SUPPLIES

6719-6733 BRYN MAWR AVE.
CHICAGO, ILLINOIS

TRICO

COLORTOP FUSES

THE COLOR TELLS THE SIZE

PEP UP PROFITS!

The all-colored shock-proof top — the color-banded carton, and the attractive 7-color display box are *"Plus Values"* that SELL. That means more profit for you.

"Alway thru the WHOLESALER"

TRICO FUSE MFG. CO.

MILWAUKEE — WISCONSIN

LINES WANTED

Manufacturer's representative covering Indiana, western Ohio and Kentucky wants new lines. LIGHTING SPECIALIST with experience in selling fluorescent, infra-red drying equipment and other electrical merchandise. Write for full details of experience.

Box No. WS-31
c/o WHOLESALER'S SALESMAN
330 W. 42 St., New York City

Blake INSULATED STAPLES

SOLE MFGRS.

S.H. COUCH COMPANY, INC.

North Quincy, Mass.